E&P

July 30, 1977
Fifty cents

Editor & Publisher

®THE FOURTH ESTATE

1977
YNDICATE DIRECTORY
itor & Publisher's Annual Pull-Out Section

NEWSPAPER
SECOND CLASS P. O. ENTRY

SERIALS DEPT.
XEROX UNIV MICROFILMS
300 N. ZEEB ROAD
ANN ARBOR, MI 48106

COMP
5-24-7

"You and I have to enter the fight for freedom of expression for the broadcast industry."

Don Dwight, Publisher
The Minneapolis Star/Minneapolis Tribune

Forgive the imperious tone, please, but I think that the wholeness of the First Amendment – the fundamental underpinning of America's free society – depends on the willingness of newspapers to fight unremittingly for the free expression rights of radio and TV.

To date, newspapers have been aloof from the battle, observing their struggling fellow broadcast journalists with the comment, "Your end of the boat is sinking." (I wish I had said that. Actually, I read it in a news account written by Mike Gartner, now Editor of the Des Moines Register & Tribune.)

"Congress shall make no law . . . abridging the freedom of . . . the press. . ." And if I can still read, "no law" means *no law*. It *seems* clear that freedom of the press is indivisible. But the limited freedom of the broadcast press is in danger of contaminating the wholeness of the concept. It is evident that Congress and the Federal Communications Commission believe that the freedom *is* divisible.

I don't blame Congress or the F.C.C. I blame me and others like me. Congresspeople, judges, state legislators, and governors reflect their constituencies. And if we took a poll on whether or not newspapers should have unfettered freedom to publish, we would be shocked by the results. People think that we should be controlled.

In this climate, the First Amendment is no longer inviolate. You and I and our brethren in broadcast are in the fight of our lives – not for special privilege but for a free America.

It's not the size of a man's advertising budget that counts.

It's the dimensions of his ambition.

That's how the Baltimore News American views its community responsibility in helping the new business owner as well as the small business manager in a subject we know well. Advertising.

Our 1977 Advertising-for-Profits Seminar was an unconditional success. CEDA, Inc., an advisory organization specializing in small business, supplied the "students." We supplied the advertising expertise and encouragement.

It was a rewarding experience for us. For small business, it was a worthwhile experience.

The News American.

Baltimore, Maryland.

When Moberly needed us, Donrey was there.

"Community leaders in Moberly, Missouri, home of the Donrey Media Group's Monitor-Index, thought the town needed something spectacular to attract new industry to the area.

"Bob Cunningham, the Monitor-Index' general manager, came up with an idea that would build goodwill for the newspaper and help Moberly citizens at the same time.

"He thought it would be useful to make the entire town the star of a movie, which could be used as a part of Moberly's Community Betterment Program. Afterwards, the film would be used by the Chamber of Commerce to help attract new industry.

"Few newspapers the size of the Monitor-Index have the resources to produce a movie. Cunningham called on Donrey's corporate advertising/promotion office for help. They began researching and then shooting the film.

"When the film was finished, the Monitor-Index showed it to several hundred townspeople in a town meeting and received a very favorable reaction. The film has been shown to community groups almost daily and it has been used in their industrial development program.

"The moral of our story is this: A newspaper manager had an idea that couldn't be done on a local level. The cost was prohibitive, the talent was missing and the knowledge didn't exist in Moberly. But because the Monitor-Index is a member of the Donrey Media Group, the Group's management services division was able to provide a service not available elsewhere.

"The results of the movie were excellent. The effort couldn't have been successful without the specialized people in Donrey's management services division and their cooperative attitude. Moberly was the winner with a high-quality film, customized to fit their needs."

— Ross Pendergraft

Ross Pendergraft
Vice President
Eastern Newspaper Division
Donrey Media Group

DONREY MEDIA GROUP
920 Rogers Avenue
Fort Smith, AR 72901
An equal opportunity employer
Arkansas • California • Hawaii • Indiana • Kansas • Kentucky
Missouri • Nevada • New Mexico • Oklahoma • Texas • Washington

BUY THE BUFFALO EVENING NEWS...

TUNE IN 62% OF THE UPPER* INCOME BUYERS IN BUFFALO'S ADI

AVAILS:
Buy the Buffalo Evening News and you're buying proven demographics, guaranteed avails and 100% non pre-emptible prime position. The News effectively reaches 62% of the upper income buyers in Buffalo's ADI daily. That's more than any top rated TV show.

COVERAGE AREA:
The Buffalo Evening News has the third highest ADI coverage in the top 30 U.S. markets, with a total daily circulation of 278,461 and weekend circulation of 295,283. You're reaching 62% upper income viewers daily and 68% upper income viewers on weekends.

SUMMARY:
When The News talks comprehensive coverage, we're not just talking editorial and news content - we're talking about the comprehensive coverage you get out of every advertising dollar you place in The News. Outperform a spot TV buy in Buffalo. Put your money where more of Buffalo's buying power will see it... Buffalo Evening News.

For further information, contact Hugh G. Monaghan (716) 849-3422.

*$20,000 or more annually

BUFFALO EVENING NEWS

One News Plaza, Buffalo, New York
Represented nationally by Story & Kelly-Smith ads A

EDITOR & PUBLISHER CALENDAR OF EVENTS

AUGUST						
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER						
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER						
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

4-6—Alabama Press Association, Gulf Shores, Ala.

7-9—Texas Daily Newspaper Association, Galveston.

7-12—Newspaper Association Managers, Vail Lodge, Vail, Colorado.

10-12—Newspaper Advertising Co-operative Network seminar, Hyatt Regency, Chicago.

18-21—West Virginia Press Association, White Sulphur Springs.

20-26—International Typographical Union, Cincinnati, Ohio.

21-24—Association for Education in Journalism, University of Wisconsin, Madison.

26-28—Western Newspapers Production Conference, Portland Hilton, Portland, Ore.

27-30—New York State Publishers Association, Lake Placid Club, Lake Placid, N.Y.

SEPTEMBER

7-9—International Newspaper Promotion Association, INPA/Europe, Hotel Stadt-Freiburg, Freiburg, Germany.

8-10—Pennsylvania Newspaper Publishers Association, classified clinic, Sheraton-Conestoga Village, Lancaster, Pa.

9-10—Indiana Newspaper Advertising Conference, Marriott, Indianapolis.

10-13—Southern Circulation Managers Association, Birmingham, Ala.

13-17—National Conference of Editorial Writers, Calgary, Alberta, Canada.

14-17—American Association of Sunday and Feature Editors, Houston.

15-16—Hendrix Users Group, Seattle Hilton, Seattle, Wash.

15-17—Interstate Advertising Managers Association, Genetti Lycoming Hotel, Williamsport, Pa.

15-18—New England Press Association, The Balsams, Dixville Notch, N.H.

16-17—National Board for Courses by Newspaper, University of California, San Diego.

16-18—New York State Newspaper Production Conference, Hyatt House, Albany.

17-18—Ohio Newspaper Classified Clinic, Marriott Inn, Columbus.

18-21—Canadian Circulation Managers' Association, Park Town Motor Hotel, Saskatoon, Sask.

18-21—International Newspaper Promotion Association, Western Region, Hotel Utah, Salt Lake City.

18-21—Western Classified Advertising Association, Holiday Inn, Golden Gateway, San Francisco.

19-20—National Retail Merchants Association, Biltmore Hotel, New York City.

22-24—Fla. Newspaper Ad Executives, Don CeSar Hotel, St. Petersburg, Fla.

23-24—PNPA Foundation Press Institute-Pennsylvania Bar Association, Court Reporters Training Seminar, Penn Harris Motor Inn, Harrisburg.

23-25—Illinois Newspaper Production Conference, Holiday Inn, Joliet, Illinois

23-25—Central States Circulation Managers Assoc. Sales Conference, Oak Brook Hyatt House, Oak Brook, Ill.

24-25—Ohio Ad Executives, Marriott Inn, Columbus.

25-28—International Newspaper Promotion Association, Southern Region, La Mansion, San Antonio, Texas.

26-28—Western Newspapers Production Conference, Portland Hilton, Portland, Ore.

29-30—Allied Publishers, Salishan Lodge, Gleneden Beach, Ore.

29-Oct. 1—Florida Newspaper Advertising Executives, Don Ce Sar Beach Resort Hotel, St. Petersburg.

29-Oct. 2—New York Press Association, Niagara Hilton, Niagara Falls.

30-Oct. 1—Advertising Conference of Wisconsin, Wisconsin Center, Madison.

30-Oct. 2—Rocky Mountain Advertising Managers Association, Radisson, Denver.

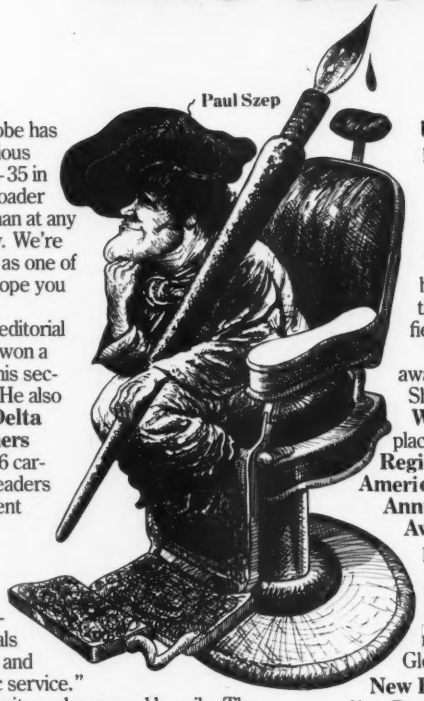
OCTOBER

1-4—Interstate Circulation Managers Association, Sheraton-Fontainebleau Inn, Ocean City, Maryland.

Vol. 110, No. 31, July 30, 1977. Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N.Y. 10022. Cable address "Edpub, New York." Second class postage paid at New York, N.Y. and additional mailing offices. Printed at Hughes Printing Co., East Stroudsburg, Pa. 18301. Titles patented and Registered and contents copyrighted © 1977 by Editor & Publisher Co., Inc. All rights reserved. Annual subscription $15.00 in United States and possessions, and in Canada. All other $35.00.

Postmaster: if undelivered, please send form 3579 to Editor & Publisher Co., 850 Third Ave., New York, N.Y. 10022.

35 ways of looking at The Globe.



Paul Szep

The Boston Globe has won more prestigious awards this year – 35 in all – and over a broader range of writing than at any time in our history. We're proud of that, and as one of our readers, we hope you are, too.

Paul Szep, our editorial pages cartoonist, won a **Pulitzer Prize,** his second in five years. He also won the **Sigma Delta Chi** and **Headliners Awards** for his '76 cartoons of political leaders and other prominent people.

For The Globe, it was the fifth Pulitzer in 11 years, including two gold medals for "distinguished and meritorious public service."

Our business writers also scored heavily. The Globe won the "large newspaper" category in the **Gerald Loeb Awards** "for distinguished business and financial journalism," and the **John Hancock Award.** These are the nation's most important business writing awards and went to reporters Susan Trausch and Laurence Collins for their investigative series on Commodity Options; a series which uncovered a high pressure get-rich-quick scheme in the Boston area. The **Headliners Award** in the specialized columns category also went to Susan Trausch for her off-beat Monday business column "Out to Lunch."

Ellen Goodman

The Globe won the Education Writers Association's **Charles Steward Mott Awards Competition** for the best education reporting in the print media. The Globe reporters were James Worsham and Marguerite DelGiudice. The series was on the 1976 phase of the desegregation of Boston's public schools, "The Second Year."

The Globe won New England's top public service award, **The Sevellon Brown Memorial.** The reporter was Joseph Rosenbloom. The series was on automobile thefts and helped to reduce auto thefts in Boston by 15% last year.

Globe editorials also won high recognition this year. Editorial writers Anne Wyman, John Robinson, Fred Pillsbury and Ken Hartnett won **The New England United Press International Newspaper Award's** editorial category for a series of editorials concerning the attack on a citizen at City Hall Plaza.

Susan Trausch

Laurence Collins

The Globe's music criticism also scored brilliantly. For the second straight year, music critic Richard Dyer's writing brought him a **Deems Taylor Award,** the most coveted national award in the field.

The Globe's Ellen Goodman won three awards for her widely syndicated column. She was honored by the **Boston Chapter, Women in Communication;** won the first place in the **United Press International Regional Competition,** and captured the **American Association of University Women's Annual MAMM Award** (Metropolitan Area Mass Media Committee).

Ulrike Welsch

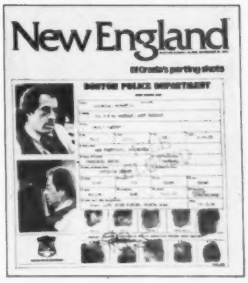
On spot news, The Globe won the **New England UPI Award** for its coverage of last December's sinking of the oil tanker Argo Merchant.

In the **UPI Photo Contests,** Ulrike Welsch captured the first-place feature category and Stan Grossfeld the first-place personality class.

Besides the five first-place wins in the UPI competition, The Globe was also awarded four honorable mentions.

In the 11 categories in the **Boston Press Photographers Association** competition for 1976, Boston Globe photographers Tom Landers, Frank O'Brian, Ulrike Welsch, Bob Dean, George Rizer and Stan Grossfeld won seven first prizes. Overall The Globe collected 23 BPPA awards.

And finally, on design and on make-up, **The Conference of Local-Edited Gravure Magazines** awarded The Globe's Sunday magazine 1st place in the black and white layout category.



New England

BOSTON POLICE DEPARTMENT

All in all, it was a very good year for us and for you. A newspaper, after all, reflects the people who read it and who advertise in it. And every time we win an award, in a very real sense, you do, too.

The Boston Globe

Have you seen The Globe today?

A wholly owned subsidiary of Affiliated Publications, Inc.

Promote your newspaper COLOR in the medium responsible for 600% COLOR linage growth

Editor & Publisher's 1977 COLOR AWARDS ISSUE...

published SEPTEMBER 24, 1977

featuring the winners of E&P's

21st Annual Color Awards Competition . . . with features on color reproduction and creativity, editorial color, results . . . plus 1976 color linage!

E&P's annual Color Competition and special issue announcing the winners have been an important factor in raising the standards of newspaper color for two decades. E&P's publication of linage data has helped keep advertisers and agencies advised of the growth of color. Plan now, to promote your newspaper's part of the color picture with advertising in this important issue.

Deadline for space reservations: Sept. 8

Deadline for advertising copy: Sept. 14

Editor & Publisher

850 Third Avenue, New York, N.Y. 10022

Newsbriefs

The end of an era will take place in October when Metro Newspaper Service will produce its final December '77 issue with mats. "We stood by the few remaining hot type publications for as long as possible," said Metro executive vice-president, Andrew Shapiro, "but the time has come to draw the final curtain."

* * *

Troy Daily News, Inc., announced plans to begin publishing a Sunday newspaper September 11. The edition, to be called the *Miami Valley Sunday News* will give the *Troy Daily News,* a seven-day a week schedule. Presently, the 11,500 circulation the Troy Daily News, is published Monday through Saturday and the *Miami Valley Wednesday News,* a 32,500-circulation free-distribution paper is published weekly. Kermit Vandivier has been named editor of the Miami Valley Sunday News. The Sunday News will be a complete package. It will feature color comics, a locally produced magazine section and a mini-tab television booklet. It will sell for 40¢ on the newsstands and 35¢ for home delivery, with a guaranteed 16,000 circulation.

* * *

St. Paul **(Minn.)** *Dispatch* **and** *Pioneer Press* **announced July 22 it will no longer accept** sauna, massage parlor and related advertising. The policy went into effect July 24. Thomas L. Carlin, publisher, said 3 classified ad categories would be dropped. Carlin said in a statement that the action was taken because "conversations with local police and other law enforcing officials inform us that prostitution occurs in connection with most, but not all, of the 'parlor' operations."

* * *

New York Post **July 25 announced on its front cover** that it was launching "a vigorous campaign to stop the arson that is rapidly reducing vast areas of this city to blackened shells." The Post the previous week had reported the "mindless destruction by arsonists—gangs who burn for the fun of it, greedy landlords who pay hoodlums to burn buildings to collect insurance and sometimes, public indifference to the problem." The Post is offering $500 in cash to anyone who can supply information that will lead to the conviction of any arsonist who struck during or since the blackout.

* * *

National Association of Manufacturers NAM recently joined with the National Newspaper Association, the Maryland-Delaware-D.C. Press Association and the School of Communications at American University to hold a special pilot project workshop for editors and commentators in the Washington area on "Economic Issues in the News." NNA sent a summary of the proceedings to state press associations with its recommendation that they join with journalism schools to hold similar workshops in their areas, utilizing local business, press and academic leaders. Meanwhile, AU's dean of communications is also suggesting that other schools of journalism may wish to cooperate with state press groups toward this end. Chairman Herb Markley of the Foundation for Economic Freedom indicated in his recent fund-raising letter, that this workshop concept is one of the key journalism projects that would be picked up by the Foundation and implemented throughout the country.

Planning, not politics, should shape health care.

The explosive growth of the nation's health care industry has been the subject of increasing study and debate in recent years. And rightly so.

Rightly, because such debate is an effective way for the public and private sectors to develop a consensus upon which to plan and build a national health insurance program. To explain our concern in all this, we should tell you we are a publicly-owned national hospital management company operating 54 acute care community hospitals with one percent of the nation's beds.

The latest system to evolve from the public-private dialogue is a national network of 203 federally sponsored health planning agencies charged by Congress with developing plans at local levels upon which a future national health system could be designed. This was proposed in 1974 as a key element of the National Health Planning and Resources Development Act.

The new network of local agencies has hardly gotten off the ground. Yet the Administration now proposes to transform it into a collection of regional government regulatory outposts. Under such a scheme, planning will yield to regulation. Health care will be shaped by raw politics rather than reasoned debate in the community.

The administration proposes to use the revised agency network to implement a $2.5 billion ceiling on capital health expenditures. These expenditures represent the money hospitals and other health-care institutions spend to maintain and upgrade their plants, to acquire the latest medical technology, and to provide the American people with the highest standards of care.

Taken together, the nation's hospitals are a vast enterprise. As employers they provide jobs for more than four million people. To impose an arbitrary capital expenditure ceiling on these institutions makes no more sense than telling a manufacturer not to renovate an old, inefficient factory, or indeed, not to build a new one even when there is a proven need.

American Medicorp believes that the new agencies created by the National Health Planning and Resources Development Act could serve as the basis for improving access to care, constraining unnecessary growth, and charting a sensible course for our future health system. This act could, at long last, initiate the evolutionary process which would bring into balance the factors of quality and cost.

To drastically alter the charge of these promising new agencies from planner to policeman could leave the health system mired in politics—precisely at the time it should be moving forward with the intelligent, informed planning that leads to superb health care.

American Medicorp Inc

111 Presidential Boulevard Bala Cynwyd Pennsylvania 19004

The health care legislation debate is of such importance that we have devoted our current annual report to the subject. If you would like a copy please write Mr. Herbert Gandel, Vice President.

Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
Publisher, Chairman of the Board, 1912-1959

The camel's nose

The attempt of the Securities and Exchange Commission to force the weekly *Wall Street Transcript* to register with the government as an investment advisory service in order to continue publication could be the camel's nose under the tent, if successful.

Registration is another word for licensing.The act of registration permits one to do business under the rules of the agency. Failure to register denies one the right to conduct business.

You can bet that if one government regulatory agency is successful in controlling and regulating publications covering its area of interest, other agencies and bureaus will make every effort to do the same.

If SEC can force one weekly publication to register and become licensed, it can also force major dailies, that publish large business and financial news sections, to do the same.

All of this, of course, is in violation of the First Amendment no matter what the size of the publication. We expect the courts to make such a declaration without equivocation.

S. S. McClure started something

Samuel Sidney McClure started the first American newspaper syndicate on Nov. 16, 1884, the same year that E&P's predecessor, *The Journalist*, was launched.

He really started something 93 years ago.

With this issue, E&P presents its 52nd annual Syndicate Directory containing the syndicated offerings of 346 different organizations large and small. Whereas McClure started with one feature—a two-part fiction story—this Directory contains information on more than 2,500 different comics, columns and features available to newspaper editors. They are listed by the names of their authors or creators, also by the names of the features, and then classified according to specialty or interest in 47 different groups ranging from "astrology" to "women's pages."

If editors can't find the features they want in this directory, they probably don't exist, they will have to be created, and it could be the start of another syndicate.

The growth industry

Newspapers in the United States and Canada will spend more than one-quarter of a billion dollars this year on plant expansion, modernization and equipment. An ANPA survey with less than 50% of total U.S. and Canada circulation responding, estimated $258 million for capital expenditure this year compared to $199 million in 1976.

Once more this annual survey shows that newspaper operators are convinced theirs' is a growth industry and they are betting millions on it.

Charter Member Audit Bureau of Circulations Member American Newspaper Publishers Association

ABP

6. mo. average net paid December 31, 1976—24,827

The Oldest Publishers and Advertisers Newspaper in America

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

Managing Editor: Jerome H. Walker, Jr.

Associate Editors: John P. Consoli, Jane Levere, Carla Marie Rupp, Lenora Williamson, Earl W. Wilken

Midwest Editor: Celeste Huenergard

Washington Correspondent: I. William Hill

General Manager: Ferdinand C. Teubner

Assistant General Manager and Promotion Manager: George Wilt

Advertising Manager: Donald L. Parvin

Midwest Ad Manager: Thomas M. Bloodgood

Sales Representatives: Richard J. Flynn, Paul E. Hennessy, Martin T. Mylott, Douglas P. Stephenson

Advertising Production Manager: Louise McAndrew

Classified Advertising Manager: Virginia Ann Stephenson

Circulation Fulfillment Manager: Rae Calvo

Librarian: Adelaide Santonastaso

OFFICES

General: 850 Third Avenue, New York, N.Y. 10022. Phone 212-752-7050. TELEX 12 5102.

Chicago: 111 East Wacker Drive 60601. Phone 312-565-0123. Celeste Huenergard, Editor. Thomas M. Bloodgood, Advertising Sales Manager.

Los Angeles: 1830 West 8th Street 90057. Phone 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

San Francisco: 433 California St., Suite 505 94104. Phone 415-421-7950. Scott Marshall, Sands & Latta, Inc., Advertising Representatives.

Washington: 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

London: 23 Ethelbert Road, Birchington, Kent England. Alan Delafons, Manager.

INDEX TO THIS ISSUE

Ad scene 20
Calendar 2
Letters 7
Newsbriefs 4
Newspeople in the news 22
Syndicates 39
Weekly editor 13
Shop Talk at Thirty 48

Microfilmed copies of Editor & Publisher are available from: University Microfilms International, 300 North Zeeb Road, Ann Arbor, MI 48106. London: 18 Bedford Row, London, WC1R 4EJ, England

Summary vs. label headline

By Harmon Morgan

Why must the content of a newspaper story be summarized in newspaper headlines?

Why are label headlines dismissed by most newspaper editors?

The questions are rarely asked because editors know that the content of a story must be summarized in headlines. Editors know that a label head fails to deliver what headlines are supposed to deliver—the news in capsule form to the reader.

Label headlines do not "lure the reader" into the story and at best are unprofessional, according to editors and authors of editing textbooks.

One author in an editing text indicates that the minimum objectives of headlines are to attract attention, grade the news, sell the story, tell the facts and dress up the story.

Another author indicates that headlines index the news to save time in finding the parts of the news that interest him most, tell the news to the readers of headlines alone, and convey the relative significance of the news in terms of type display.

What are the comparative strengths and weaknesses of summary versus label headlines?

If summary headlines are complete, accurate, nonbiased and without double meanings, such headlines do deliver more information, if read, to the reader than would a label headline. But is it extent of information that is the goal of readers or rather that readers are searching for items of particular interest?

Editors would agree that few, if any, readers read all the items in a newspaper. And a sizable group of readers only read the headlines. Editors know that many stories will be read by a small fraction of the audience.

If the headline is complete and accurate, part of any drive for additional information is lessened. Some readers will have no desire to read any part of the story. For other readers the economy of additional reading is in the form of diminishing returns. If the story is written in the inverted pyramid form, each paragraph delivers less and less additional information. If the story, as are a growing number of stories, is not written in inverted pyramid form, then a reader must read comparatively more information.

If the summary headline is faulty, the reader who expects to gain all the knowledge he or she wants from the headline will be left with erroneous information. Research by Tannenbaum in 1953 indicated that it was the superficial reader who was most affected by headline content. He found that when headline and story differ it was the superficial reader who was most likely to accept the interpretation suggested by the headline.

The danger of summary headlines having faults is great. The difficulty of capturing the essence of a 500-word story in five to 10 words is apparent.

Some editors require a verb in the first line of a headline. Other editors won't allow a line of a headline to end with a preposition. Word precision is another problem. Synonyms are used to satisfy the restrictions of headline count. But most frequently the substitute word does mean something different than the word being replaced. The effect of the rules and restrictions of headline count combine to distort meaning in many summary headlines.

Concern for the "headline only reader" should not be used as a guideline to handle the writing of all headlines. The mini-newspaper approach could be used to satisfy the minimum needs of the "headline only" reader. Several newspapers are using tightly written single paragraphs to summarize the major stories of the day. Placed on the front page with headlines, the mini-newspaper serves the needs of the reader who only wants a brief knowledge of events.

How does the summary headline fit into the anticipation pattern of readership? If the reader is not interested in the words in a headline will the reader even see the headline—let alone consult or read the headline?

In addition, if one of the functions of a headline is to index the news to save time for the reader in finding the parts of the news he or she is interested in, isn't the emphasis on the words which represent the interests of the readers?

Therefore, the emphasis in the headline should be on identifying and presenting the interest factors rather than on summarizing the story. The approach is not one based on pandering or serving the sin-sex-sorrow interests of readers, but in treating the news as written by journalists.

The emphasis in the label headline is on presenting interest cues for the searching reader. The example of *Time* magazine suggests the worth of grouping related stories identified in an index with a label, like Sports. The magazine field also illustrates the pulling power of nonsummary headlines, and the content of magazines today frequently are similar to much of the newspaper content. If newspapers once did serve as the major summarizer of news, radio and tv news offerings certainly have changed the situation.

If the connotation of the label headline, as being lifeless, not exciting, etc., is the hangup, then emphasis should be placed on producing reader headlines which maximize the number of interest factors but without attempting to summarize.

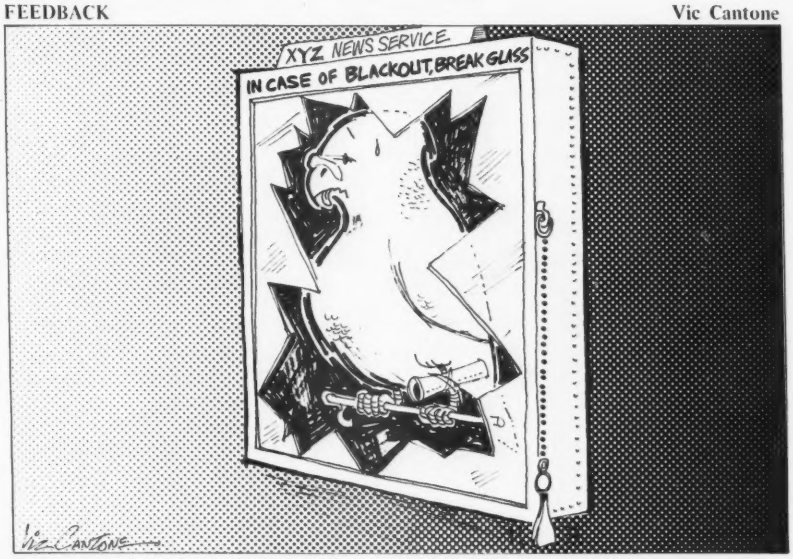
The headlines being used on the increasing number of features and in depth stories in newspapers are most frequently closer to label headlines than summary. The move should be to present interest clues which arouse curiosity or sets up questions which the reader can find answers to by reading the story.

And possibly the reader headlines would involve more readers in stories, which is the goal of editors, rather than providing reasons for people either not to read or to stop reading. Possibly the techniques of newspaper writing and production have contributed to nonreading.

(Harmon Morgan is assistant professor of journalism at Texas Tech University, Lubbock, Tex.)

FEEDBACK

Vic Cantone



..BACK TO BASICS.

ANNOUNCING...

AP-TV Day television listings ...at high speed directly into your computer

The Associated Press now offers television listings tailored to your editorial specifications and delivered at 1200 words per minute in computer-compatible ASCII code or hard copy.

AP-TV Day listings, a joint offering of The Associated Press and DeKalb County Press, Inc., are localized and delivered on deadline.

AP-TV Day also offers movie listings, sports events, and other specialty items for your television pages—updated in our computer and burst out to you in one last-minute transmission, ready for publication.

Reduce costs . . . eliminate a newsroom chore!

Call your AP Bureau Chief

E&P July 30, 1977
Every Saturday since 1884

Ad Bureau may form ad records company

By John Consoli

While last minute attempts were being made to prevent financially-troubled Media Records from going out of business, talks were taking place on the possible creation of a Newspaper Information Bureau to assume linage measurement services should Media Records have to shut down.

E&P learned that representatives from the Newspaper Advertising Bureau, Advertising Checking Bureau and Leading National Advertisers had met to discuss the mechanics and feasibility of offering a linage measuring service on an industry-wide basis. The Newspaper Information Bureau would operate as a wholly-owned subsidiary of the Newspaper Ad Bureau.

The prospects for Media Records continuing to operate do not look good. Sources told E&P that Media Records' president and board chairman Tom Wise advised a closed meeting of the Audits & Measurements Committee of the International Newspaper Advertising Executives in San Francisco on July 16 via a letter that if a plan to make the company's financial situation more bankable was not presented by July 25, Media Records would have to close down.

Media Records was still operating as of Friday (July 29), but a source who has seen an Ernst & Ernst audit of Media Records said the company appears to be so deep in debt that it looked highly improbable it will be able to acquire enough financing to keep operating or to find a buyer willing to take over a company so heavy in debt.

That source said Media Records' debt is at least $200,000 and since there are a number of contingency type claims, the debt could run seven figures if all possible liabilities were taken into consideration.

Much of the debt, according to sources, stems from financial obligation Wise inherited when he took over the company from Rome Research, Inc. in 1973. "Wise has run a very good business since taking over Media Records," said one source. "He has turned Media Records into a profitable company. What he has not been able to do, however, is to go back and pay some of the financial obligations that originated before he took over the company."

Last week it was learned that Chase Manhattan Bank in New York City is putting pressure on Media Records to secure a loan the company has outstanding (E&P, July 23). Sources told E&P that Media Records has a $150,000 line of credit under its present arrangement with the bank and that the bank has chosen not to renew that line of credit. Meanwhile, sources say, Media Records would need at least $250,000 in working capital to stay operative for the next year.

The problem is that most of the newspapers who use the linage measurement service have not subscribed for a longer period than a month-by-month basis. The bank does not see this as being a bankable situation considering the amount of money Media Records owes on its loan.

"We are not trying to hurt the company," a spokesman for Chase Manhattan told E&P. "We are trying to get ourselves out of an awkward situation. What they need is more cash on hand. We have cooperated with them for several months. We want them to come up with a plan to make the situation more bankable. The situation as it stands now is not acceptable to us. It is not up to us to tell them what to do."

At least five newspaper companies responded last December to a Media Records request that they pre-pay a portion of the subscription rates to give the company some needed working capital. Those papers or groups include the *Hackensack* (N.J.) *Record*, the *New York News* and the *Chicago Tribune*, the Field Newspapers (*Chicago Daily News* and *Sun-Times*) and Knight-Ridder.

The Record and the Chicago Daily News and Sun-Times put up $25,000 each in pre-paid subscriptions and Knight-Ridder paid four months in advance for each of its 20 newspapers who subscribe to Media Records.

The financial officers of those papers that put up the advances to Media Records also got together to form an ad hoc committee. It was done at the request of the ad directors of those papers, according to sources, and the goal was to see if they could be of some help in solving Media Records' financial problems. The group got together for the first time in May.

Among those on this ad hoc committee are: Robert Hall, treasurer and controller of the Philadelphia Newspapers (Knight-Ridder); M. Robert DeLaney, chief financial officer, Chicago Tribune; Bob Schneider, treasurer, New York News; Tom Tallarico, vicepresident of finance, Chicago Daily News and Sun-Times; and John R. Brown, vice-president/treasurer, the Hackensack Record.

According to sources, it was this group that recommended that Media Records books be audited. "Tom Wise was poor mouthing his company and it was decided to check it out to see if what he was saying was true," an industry source told E&P. After the recommendation, the INAE Audits & Measurements Committee suggested the audit be done before deciding what course of action could be taken to help Media Records.

Wise has said he is unable to explain why more publishers have not subscribed for a year at a time instead of on a month by month basis. One of the five members of the financial officers ad hoc committee expressed his disenchantment with such publishers. "Its uncomfortable that only a few newspapers are working to solve an industry-wide problem," he said.

If Media Records is unsuccessful in raising enough money to make its situation more "bankable," industry sources said the company might have to file for bankruptcy. In that event, the void in the linage measurement service area will most likely be picked up by the Newspaper Advertising Bureau.

Under the plan now being discussed, the bureau would form a wholly-owned subsidiary called the Newspaper Information Bureau. The NIB would contract with the Advertising Checking Bureau to collect process retail ad linage and with Leading National Advertisers to do the same with national linage.

The Advertising Checking Bureau keeps track of advertising in newspapers, while LNA puts together data on radio, tv, outdoor, magazine and Sunday supplement advertising.

New York News ad director Jerry West, chairman of the INAE Audits & Measurements committee, said, "the service rendered by Media Records is essential not only to the newspapers but also to advertisers and agencies. If Media Records is not able to continue service, it would be important for the newspaper industry to see that it is continued by someone else."

West said that while the results of the Ernst & Ernst audit were "not encouraging, at least in the short term," Media Records did show a profit which is some-

(Continued on page 12)

Johnstown T-D publishes despite catastrophes

By Jane Levere

Johnstown (Pa.) *Tribune-Democrat* has published every day since the Conemaugh River flooded July 19, despite water damage, stranded staffers, power failure, and an explosion in a near-by factory.

Normally an all-day paper with several editions, it has printed one edition daily, on July 20 on the press of the *Greensburg* (Pa.) *Tribune-Review*, and thereafter, on its own offset equipment, salvaged from the flood.

The paper, according to George Fattman, editor, has run its normal number of pages, with the exception of the July 20 edition, a twelve page issue containing no advertising, only news and photos of the devastating flood.

Fattman described the emergency measures the paper was forced to take when the Conemaugh flooded late in the evening of July 19.

"By 11 PM the water had started seeping into our plant," in downtown Johnstown, Fattman said, "and it was gushing in shortly after midnight."

Early in the morning of the 20th, Tribune-Democrat president Richard Mayer mobilized staffers not stranded downtown sending them to the company's radio station, WJAC, located on higher ground in the suburbs. (The flood had knocked Johnstown's six radio and two tv stations off the air Tuesday night. WJAC came back on Wednesday.)

Using the radio's facilities as a base station, Tribune-Democrat staff members there and downtown put together the 12-page issue. Oddly, electric power was on in the plant; Fattman remembered "editing on VDT's while there was total devastation outside." Much newsprint was lost, and the Goss metro press was half-submerged in water, he said.

Greensburg Tribune Review, 45 miles away, printed 40,000 copies of this issue and trucked them back to Johnstown. Large trucks delivered them to 12 drop-off points in the community.

Printing of a 32-page issue that included advertising had just begun at noon July 21 when the electricity failed in Johnstown. Only 6000 copies of the paper were completed.

Friday, Saturday and Sunday the paper was also printed at noon. Sunday's edition contained 24 four-color photos of the flood, which took the color separator almost 24 hours to process. And Mary Zallar, the acting Sunday editor, trekked three miles in the mud that day to get to the office.

Monday morning, July 25, the newspaper's operation was again interrupted, this time by an explosion at a glass plate company half a block away. Evacuated, the staff stood outside in the rain for an hour and a half, but the paper was only one hour late getting to press.

All the news the paper has printed has been public service information, stories and photos of the flood, how-to safety measures. The staff has also been encouraged to write first-person articles on their experiences; Fattman produced a piece himself on the trials of putting out the July 20th edition.

The week of the flood the Tribune-Democrat was available at a premium. Some people whom Fattman could not identify, scalped it at $1.75 a copy, compared to the normal 15¢. To combat this, "Pay No More" replaced the American flag in the paper's masthead.

Distribution since then has been relatively normal. Trucks are carrying the papers, printed now in full press runs, to dealers, while the post office resumed mail deliveries of the paper July 26. In fact, papers are being distributed "in parts of town that hardly exist anymore," according to Fattman.

Destruction of "every major downtown advertiser" has cost the paper "a lot of advertising," he said. Emergency advertising, on car insurance, for example, is now running. Suburban stores, not damaged by the flood, are still placing ads.

Particularly amusing to the editor was the way the phone company has been expediting the paper's operation.

"We're right across the alley from them," he said, "and they threw a line through the window. There are skinny little lines all over our floor, and all our machines are on, the teletype, the New York Times service, three AP wires, the laser photo."

(Actually, telephone communication in Johnstown has been maintained by an experimental mobile system especially designed for disaster situations. Tested for the first time this week under real emergency conditions, the system uses a four-foot dish antenna, installed on a ridge outside the city, that transmits messages to the Communications Technology Satellite in the Pacific Ocean. The satellite relays the messages to Comsat Labs in Maryland, which than patches in the calls to the regular telephone system.)

"It all seems unreal," Fattman added. "We have a fantastic publisher, he's been a fantastic leader, a great inspiration. But it's been a struggle. None of us can ever sleep at night. Everything else around us is down, we're the only thing going.

"But it's self-generating, it keeps you going."

The Pittsburgh bureaus of AP and UPI responded to the Johnstown flood by beefing up their staffs with members of other bureaus. Both services sent reporters and aerial photographers into the area July 20, as soon as the disaster hit.

Byron Yake, AP Pittsburgh, described the plight of Jim McKay, a Pittsburgh reporter who went to Johnstown at sunrise that day.

"There were barriers on the roads, so he hitched in, flagging jeeps. When he made his way into the city, he walked in waist high water to the hospital, but almost drowned, when he fell into a drop-off at a garage. He had to swim for five or six feet."

Arriving at the hospital "Drenched, oil soaked and mucky," McKay filed from Johnstown Wednesday afternoon.

Yake said nine reporters worked on the story, on the scene and at the desk, six from Pittsburgh, two from Philadelphia, and one from Washington. Four photographers also covered it.

According to John Rutherford, UPI Pittsburgh bureau manager, UPI called up staff from Philadelphia and Harrisburg to help with the Johnstown coverage. Seven reporters worked on the story, as did senior editor David Langford, who flew in from New York July 20.

Jimmy Herrmann, of the Pittsburgh UPI newspictures staff, said it was especially difficult to take aerial photos in Johnstown. Haze impeded photographers the day after the flood, and National Guard helicopters also got in the way, he said. "We had to be careful not to hit them," he explained. And problems also arose in getting around in the mud.

UPI used the facilities of the *Altoona Mirror*, 50 miles from Johnstown, to send black and white photos.

Employment agency protests ad ban

Pickets passed out flyers this week in front of the *Chicago Tribune's* building in protest of the newspaper's refusal to accept classified ads from Lend-A-Man Ltd., a homosexual-oriented employment agency.

The brochure says the Tribune will not accept ads from the agency with the words gay, homosexual or lesbian.

At a meeting with representatives from Lend-A-Man, Tribune ad executives requested more information about the company. The Tribune indicated at the time that it would make a decision whether or not to lift the ban within 24 hours of receipt of the information.

Yazoo City Herald goes all out for Carter visit

By Carla Marie Rupp

When the *Yazoo City Herald* learned on July 12 that President Carter was coming to its small Mississippi town on July 21, the newspaper was in the midst of moving into its new $250,000 one-story 8,500 square foot-building, on an acre-size lot "right on the main drag" of Grand Avenue.

"We couldn't have been more excited. I think now that it was a delightful coincidence Carter came just after we moved into our new building to offer some decent facilities to the visiting press people. AP stayed until 3 a.m. sending photos from the laser service it installed here. And our home-town boy, writer Willie Morris, spent all night that Thursday, writing the piece that appeared in *Time* magazine."

That's Norman A. Mott Jr., 53, talking to us on the telephone at EDITOR & PUBLISHER about what he feels was an extraordinary Presidential visit. Mott is the proud president, publisher and editor of the 5,000-circulation, 105-year-old family newspaper. His wife Lou Mott, 52, who reported on the spontaneous questions put to Carter in the town hall visit by Carter to the new $3 million high school building, is listed as the paper's vice-president.

Most of the 200 newspaper people arrived the Sunday before the Carter visit to have time to interview the Yazoo residents and make preparations for Carter's arrival. The Yazoo City Herald printed about 1,000 extra copies each of those days to report what the town was doing to get ready.

"Welcome Jimmy!" in 84 pt. bright red letters and a lot of welcome ads greeted the Herald readers on July 21. The main front page of the 34-page paper featured a color picture of Carter and an emotional letter addressed to Carter written by Willie Morris, who has written *North Toward Home*, an autographical book about his feelings for Yazoo City. Morris' mother, a Yazoo City piano teacher died several months ago. It was Morris who had left his hometown to become the controversial editor of the *Daily Texan* at the University of Texas in Austin and then a Rhodes scholar. Morris founded the *Texas Observer*, a liberal paper that was anti-President Johnson, and he became the youngest editor of *Harper's* magazine, but was fired by the Cowles company in Minneapolis, which owned Harper's, because it was said Harper's, under Morris, was a literary success, but a loser financially.

In the Times piece Morris mentions Mott's son Tarpley, 17, the Herald's photo department manager. Tarpley took pictures throughout the Carter visit, and he palled around with Jamie Jones, the 16-year-old son of novelist James Jones, who wrote *From Here to Eternity*. The Joneses and Morrises are neighbors in Long Island, N.Y. Mott's oldest son, Norman II, a lawyer, had asked Carter the question about labor legislation.

The July 21 paper featured a 16-page tabloid section that contained no advertisements: just feature stories detailing Yazoo City's history and interesting news about the community and unique things Mott says Yazoo City has to offer. There were full-color illustrations of the town's main industry, the Mississippi Chemical Corp., which makes agricultural chemicals and nitrogen fertilizer.

Owen Cooper, owner of the chemical company, was Carter's host for the visit. A longtime personal friend of Carter's, Cooper was one of the President's advisors on his appointments. The Herald, along with the Associated Press, United Press International and about six newspapers, had four minutes access to Cooper's home while Carter was staying there to shoot pictures. Glenn Montgomery, 27, snapped for the Herald.

Paying $400 each to sponsor the special Herald tabloid, six institutions were given a 10 pt. credit line. The front cover on the tab section had a line drawing of Carter superimposed on the Yazoo County Courthouse. The roof was pictured in red, with green trees and blue under the type.

This Carter visit signalled the first time in three years that the Herald has printed in full color. In the old building, the Herald had a 12-page press and now the newspaper is equipped with a 20-page press. The Herald has only been a five-day afternoon daily since March 1976. It was printed twice a week for 20 years prior to World War II, then was cut to once a week during the war and stayed that way until 1972 when it went twice a week again, explained Mott. He bought the paper in December 1966 from his mother who has since died. Mary Mott had run the paper by herself during World War II because the rest of the family was in the service. Norman has been editor since his father, also called Norman, became ill in 1954 and died the following year.

"I'm real proud of the way our staff covered Carter. It was real nice how well we all rose to the occasion," says Mott. The Herald still hasn't stopped covering the visit and since then has had four full pages of pictures. On July 26, for example, the Herald featured little Betty Tucker, 11, who asked Carter what it was like to be President. He had answered that he hoped in 30 years or so she would know the answer herself because perhaps she would be President, and he would vote for her providing his own daughter Amy was not running!

While Mott was playing the big host, the Herald had five staffers covering the Carter event. News editor Pat Flynn was writing the lead story and Mrs. Mott was doing the sidebar on the aftermath of the formal Carter address on human rights. Bob Buckley had gotten pictures of Carter's helicopter arrival and Joe Dier took pictures at the town meeting. Dier, 23, normally the paper's sports editor, says working at the Herald is his first job in journalism, and that the experience of covering Carter will be "difficult to top." Both Dier and Glenn Montgomery, who reports on a variety of topics, are rookies with 1½ years on the Herald. Montgomery had handled color shooting inside the town meeting and Dier covered the President entering the building and took candid shots of many of the audience, that included 1,400 local persons and 300 press and dignitaries. Mott said he liked the pictures they also got of some of the 250 security men on horseback "posing like local yokels on horses."

"We were a bit apprehensive with the network and national media folk coming, because of their experience and having worked with the Presidential crew," noted Dier. "But I think it all worked out just fine for us." The Herald has been getting calls every day the week after the visit from persons all over the country asking for back copies covering the visit. The Friday, July 22, Herald contains an eight-column front cover picture, 10 inches deep, of a smiling Carter at the podium with grinning Yazoo Citians.

"I had given free rein to my staff to do whatever we could. I had several staff meetings with the ad and news departments and it was detailed who would cover what phases," said Mott. Earlier in the spring Carter had visited Clinton, Mass., so Mott contacted the *Clinton Daily Item* a few weeks ago. Leonard Kelly, the Item's news editor, told Mott what the Item did in preparation for Carter's visit there. Clinton has had five Presidents come to that community, including Johnson, Kennedy, Truman and Eisenhower. But this was to be Yazoo City's first Presidential visit. Actually President Teddy Roosevelt is reputed to have gone bear hunting in western Yazoo County, Mott said, in recounting a bit of folklore. The story goes that Roosevelt's hosts were trying to make sure he got a bear, but he refused to shoot a mama bear. The story went nationwide and the

(Continued on page 12)

Raise 'cap' put on top salaried employes in Dow Jones pact

Negotiators for Independent Association of Publishers Employees Inc., and Dow Jones & Co. Inc., reached a tentative agreement (July 21) on terms of the one-year contract reopener.

The proposed settlement, which is expected to be approved by the employe union, IAPE, calls for a general compensatory increase of 9%, retroactive to February 1, 1977.

A key provision of the settlement is an agreement that puts a "cap" on raises for employes earning $30,000 or more a year.

For employes in this bracket, they are guaranteed one-half of the 9% or 4.5% of the increase. The remaining 4.5% will also be distributed to employes in this bracket, but the company will determine the amounts to be spent on each of these employes.

The minimum salary bracket used to determine the employes compensated under this "pool" concept will be raised to $31,000 in 1978, to $32,000 in 1979, and, if the next contract is a 3-year agreement, to $33,000 in 1980.

Other provisions of the agreement provide:

- Two new classifications will be substituted for the current classifications of Special Writer I, II, and III. The new classifications are:

Special Writer A. $500.00 (starting salary); B. $530.00 (after 1 year's experience)

Senior Special Writer A. $577.00

- The company will pay the full dollar cost of all current health-insurance premiums and will make this payment retroactive of Feb. 1, 1977.
- Additionally, the company will pay the full dollar cost of these additional and expanded benefits:
- hospitalization coverage for mental and nervous disorders raised to 60 days.
- maximum payments for radiotherapy raised to $40 per treatment to a maximum of $500.
- payments for in-hospital doctor visits raised to $15 a visit to a maximum of 120 days.
- dental insurance deductible changed to $50 per family per year or maximum of $25 per individual per year.
- allowance for diagnostic x-ray and lab exams raised to $125.
- A change in the jury duty provision to the employes' benefit.
- An increase of $4 a week in all shift-differential categories.
- Mileage allowance increased to 16 cents a mile.
- Classified Advertising incentive increased to 1¾ cents a line.

Agreement reached on station sale

Signing of an agreement to merge WJLA-tv in Washington into Pacific and Southern Company, Inc., a subsidiary of Combined Communications Corp., was announced by Joe L. Allbritton, chairman of Washington Star Communications, Inc. and Karl Eller, president of Combined Communications.

Under terms of the agreement, Washington Star Communications (which owns the *Washington Star*) will receive $55 million (550,000 shares) of a new Series B Class cumulative nonvoting preferred stock in Combined Communications. Each stock share would pay an annual dividend of $7 per share. *Broadcasting* said it is the largest sale ever of single broadcasting station.

Washington Star Communications also will obtain KOCO-tv in Oklahoma City in receiving from Combined Communications the stock of Combined Communications of Oklahoma, Inc., owner of KOCO-tv, the Channel 5 affiliate of ABC in Oklahoma City.

On the sixth anniversary of the effective date of the transaction, Combined Communications will repurchase 300,000 shares for $30 million and on each anniversary thereafter it will repurchase 17,857 shares for $1,785,700 until all shares are repurchased by Combined Communications.

Carter Visit

(Continued from page 11)

name of Teddy bear caught on. "But we have no details of that visit available in our records," Mott said.

Becoming a sort of small-time media celebrity himself, Mott was interviewed about the visit that Thursday night by CBS Radio News out of Chicago. And the next morning ABC Television's New York newsman Stan Siegel interviewed Mott on the air about what it was like to have Carter visit Yazoo City. Mott admitted that Siegel, who has stayed at Mott's home, is an old friend because "Siegel is a Willie Morris freak."

All of the press participants in Carter's visit to Yazoo City had to pick up press credentials in Jackson between 9 a.m. and noon on the day of Carter's 7:30 p.m. visit. The White House press staff handled the arrangements. The public was required to board buses to attend the Carter meeting at the high school auditorium, located out in the country. But the press people were allowed to park their cars in a blocked-off area outside the auditorium.

A free Wednesday watermelon party for the press and citizens held on the grounds of the library also featured entertainment by comedian Jerry Clower, a country humorist. The local library had open house every evening that week for the visiting press, and "freebies" included an open bar, free beer, sandwiches, mementoes of the town and 10,000 packages of Tom's Toasted Peanuts.

Media Records

(Continued from page 9)

thing it did not do in previous years when it had financial problems.

West said the INAE Audits & Measurements committee will be "as active as it can" in attempting to expand Media Records' subscriber list, but the committee has taken the position that it cannot get involved in attempting to solve the company's financial problems. He said this will be up to the individual newspapers who feel Media Records services are vital.

Media Records has had an assortment of owners and a series of financial problems over the last decade.

Arcata National Corporation acquired Media Records in 1969 and MR became a subsidiary of Arcata Research Corp. Under Arcata, Media Records got into financial difficulties when it attempted to convert to a computerized operation. In 1971, Media Records produced no linage reports for nine months and at one point, Arcata reportedly offered to sell Media Records for $1 just to unload it.

A financial plan was devised to keep Media Records in operation under which each subscriber who chose to cooperate was asked to pay the regular subscription rates for the first six months, 1½ times the subscription rate for the last six months and to pre-pay half of the 1971 total rate. Enough publishers participated to keep Media Records operational.

In late summer of 1971, Bernard Rome, president of Rome Research, Inc., purchased Media Records for $200,000 and Wise took over the company in the spring of 1973. It was reported at the time that Media Records was financially obligated to Wise, who was associated with Lazar Freres, an investment banking firm. Upon taking over the company, Wise began to talk of merging Media Records with George Neustadt, a competing linage measurement firm. The merger never happened and two years ago, Neustadt merged with the Advertising Checking Bureau.

Weekly editor

By John Schlatter

Joint publication

When one of the biggest stories in the town's history broke in Rockwood, Tenn., just after the weekly *Rockwood Times* had already gone to press, a nearby daily, the *Oak Ridger,* came to the aid of their neighbor newspaper by putting out a hastily-prepared four-page supplement to the Times bearing the nameplates of both papers.

For Ray Baird, editor and publisher of the Times, the afternoon of Tuesday, July 12 was a newsman's nightmare come true. His paper had just gone to press when a tanker truck carrying 40,000 pounds of hydrogen bromide crashed on a mountain above Rockwood, covering the valley with a cloud of poisonous gas and causing the town of 5,259 persons to be evacuated.

The Times was printed with a Wednesday dateline but no mention of Tuesday's catastrophe. To make matters worse, there was nobody left in town to buy the paper.

In spite of his problems, Baird willingly provided the Oak Ridger, located about 30 miles away, with pictures, his own first-person account and telephone reports of the evacuation. The Ridger was able to include in their Wednesday edition a full account of the situation, including the reopening of Rockwood at noon that day.

Recognizing Baird's dilemma, Tom Hill, publisher of the Oak Ridger, offered his assistance. As the Rockwood residents were returning to their homes Wednesday afternoon, the staff of the Ridger was putting together a supplement to the Rockwood Times with four pages of articles and pictures of the accident and evacuation.

The supplement carried the nameplates of both newspapers and was delivered to Rockwood for distribution with the Rockwood Times Wednesday night and Thursday.

In addition to helping the Oak Ridger, Baird, who is also a state senator, provided some of the earliest reports to the Associated Press in Knoxville.

The supplement carried a page one box explaining the reason for the joint publication. The note, written by Hill, began, "Most newspaper editors have a recurring nightmare," and went on to say that the nightmare came true for Baird.

Hill wrote, "Typically, Sen. Baird just got busy helping others—including other area newspapers. Among those he helped was The Oak Ridger. He volunteered to write a first-person account of the tragedy. He even provided pictures as well.

ROCKWOOD TIMES

The Oak Ridger

Here and there

Special joint publication

Rockwood residents home

Town evacuated after tanker truck crash spreads cloud of poisonous gas over valley

'Mountain And The Town'

Bromide truck bound Ark. to N. J.

"This special supplement to the Rockwood Times, then, is simply a way to make sure that the 'next' edition of the Rockwood Times is timely."

(John Schlatter is a reporter for the *Oak Ridger,* Oak Ridge, Tenn.)

Firm to offer news media services

James Dygert, who recently resigned as city editor of *Dayton* (Ohio) *Daily News,* to become president of Media Ventures Inc., will head up a new division of the Dayton-based consulting firm.

Called Modern Media Service, Dygert said the division is developing programs to "assist all types and sizes of newspapers in adopting methods and technology, realizing optimum cost efficiencies in all departments, developing effective promotion programs, and maximizing revenue."

Media Ventures Inc. recently acquired American Syndicate Inc., a feature service that plans soon to introduce several columns and features.

Blackout victims aided by newspaper

Arthur Ochs Sulzberger, publisher of *New York Times,* announced that the newspaper will make a contribution of $25,000 to the Citizens Committee for New York City Emergency Aid Fund for relief of victims of the blackout one week ago.

The committee, which maintains offices at 630 Fifth Avenue, is headed by Osborn Elliott, who is also Deputy Mayor for Economic Development. The executive director of the committee is Sandra Silverman.

Special incentives boosts color linage

In the first five months of 1977, color advertising linage at the *San Diego Union-Tribune* is running 12% ahead of the same period last year and color premium revenue is running 3% ahead.

The reason? A two-step color program instituted two years ago to turn potential color ad losses into gains and to make the San Diego papers more colorful.

"In midyear 1975, showing first-half losses in ROP color, we removed all minimum space requirements for color," said Dick Tullar, ed director of the Union and Tribune. The minimum had been 1,000 lines. "We reasoned that the marketplace would tell us what the most viable color unit of space would be," he said.

The second move Tullar made was to offer, for the first time, local color continuity discounts—ranging from 5% (for 10 color ads) up to 10% (for 50 color ads)—applying against color premiums only. "With this technique, we hoped both large and small-space local color users would think in terms of campaigns," Tullar said.

"In the face of first half color losses in 1975, color linage made a turn-around in the last half," he told ad directors at the recent International Newspaper Advertising Executives summer meeting in San Francisco. "We ended the year 13% ahead in color linage and 4% ahead in color premium revenue."

In 1976, color linage held steady and color premium rose 8%, according to Tullar.

"In the first five months of this year, color linage is 12% ahead and color premium revenue is up 3%," he said. "This year we have continuity color discount agreements with 33 local advertisers, calling for 530 color ads in the contract year. There will be many more color users of course, who will run fewer than the 10 color ads needed to qualify for the discount."

The smallest color ads the papers have run thus far are single color, 200 line ads and full color, 300 line ads.

Tv reporters object to press criticism

By Barbara Yost

Every six months, television reporters from New York to California make a pilgrimage to Los Angeles to feast on a banquet of publicity spread out by the three networks to preview the next TV season. Two weeks later, the reporters trek home to regurgitate that information for their readers. Sometimes what spews forth is sweet-smelling; sometimes it's foul.

This year's June press tour was out of the ordinary, most reporters there agreed, for several reasons:

- One writer from Houston came home from an interview to find the roof of her hotel room on fire. She became a heroine when she implored firefighters to rescue her notebooks first.
- A press conference with producer James Komack ("Chico and the Man," "Welcome Back Kotter") turned into a hostile confrontation when a reporter from Dallas asked him to comment on Freddie "Chico" Prinze's recent suicide and whether he felt any responsibility. After a heated retort accusing the writer of insensitivity, which had the other writers coming to Dallas' defense, the angered Komack cooled a bit and gave a thoughtful reply.

Two questions later, he exploded again and answered an inquiry from old nemesis *New York Times* syndicate columnist Marilyn Beck by impugning her professional integrity and calling her "a terrible lady." Beck walked out of the conference. She later threatened to sue and finally extracted a half-hearted apology, which she answered with a half-hearted acceptance.

- On the third leg of the trip, when reporters were in the hands of NBC *Variety's* New York correspondent Bill Greeley collapsed in the hotel lobby while talking with another reporter, was rushed to a hospital and there died of a heart attack. Several reporters who had been friends with Greeley considered abandoning the remainder of the trip.

But the issue that caused the greatest stir was the presence of "investigative" journalists, reporting on the reporters. On the first day tv writers arrived in San Diego, where ABC was staging its presentations (They would later ship their charges to Los Angeles by train to be welcomed by CBS and NBC), they were informed that correspondents from *Time*, *Newsweek* and the *Los Angeles Times* would be covering the junket from an investigative point of view.

One by one, throughout the trip, television reporters received calls from investigative reporters asking questions about the phenomena of the press trip. Or at breakfast, a man without a name tag would casually bring the conversation around to network publicity practices, extract a tidbit of information, mutter "Hmmm, that's interesting," and pull out a notebook.

One reporter was in such a way taken by surprise by a Los Angeles Times writer when he realized to whom he was speaking.

That incident is one example of the dilemma some tv reporters found themselves caught in: whose side were they on? Does a tv writer side with a fellow reporter whose job ostensibly is to ferret out corruption and conflict of interest? Is it his place to defend the networks who are his lifeblood to the information he needs to do his own job? Or is he caught somewhere in the middle—devil's advocate, damned if you do, damned if you don't?

The issue really had 83 sides—one for each junketeer.

When the first piece about the trip, logged in Newsweek, hit the newsstands, tv reporters stormed the hotel magazine counter, and by 8:30 a.m. Newsweek was sold out. The article called them "coddled critics," and painted a picture of vacationers spending two weeks cruising the San Diego harbor, watching jai lai and in general living "high on the hog."

It hinted that reporters who subject themselves to such a gathering at network invitation are guilty of selling out and playing into the hands of professional public relations mongers.

The article was not received well by either the attending press corps or the network officials (Which may itself indicate a dubious adversary relationship). It was called foul names by both sides and raised the hackles of reporters who claimed there were great inaccuracies in the piece.

Where, for instance, were the investigative journalists when hotel room doors were closed and the only sound emanating was of banging typewriters from both sides of the hall?

Had the probers retired for the evening when some critics were enjoying the fruits of the hospitality suite, but many others were burning the midnight oil cranking out their second story of the day to file first thing in the morning?

And what about that hospitality suite? Sure, there was an open bar and trays of goodies, but what about the contacts being made, the little stories being gleaned, the information being extracted, privately, in a corner, that would never come out in a general press conference?

Why attack us, the tv critics protested, when Washington correspondents have been rubbing elbows with their adversaries for decades?

As Lee Winfrey, tv critic from the *Philadelphia Inquirer*, was quoted in the Newsweek story, "Like covering the State Department in Washington, a lot of this beat is social. What we're doing is exactly like working the back garden of the Venezuelan Embassy."

The Newsweek article went on to suggest that while tv reporters may have been working their tails off, what they reported was all to the good of the networks. "Chockablock with trivia or glowing enough to qualify for a network press release was the assessment of the material that was filed out of Hollywood.

Again, the tv press charged inaccuracy, and pondered with a scowl just how the Newsweek correspondents knew the contents of the material they sent home anyway.

Network officials, tv writers and even Newsweek admit that the landscape of the press junket has changed. No longer is there a critic aboard who brings with him his dirty laundry to be scrubbed at network expense, and no longer do the networks provide male reporters with female escorts at certain functions.

But there still is controversy over what the tone of the convention should be.

Some reporters take a benevolent attitude toward their providers, eager to make friends at the network and show up for every interview with a smile and a tape recorder. Others feel their place is deep in the heart of cynicism, where each question is an accusation and a large press conference is a stage for journalistic theatrics.

Most presumably try to strike a position somewhere in the middle, hoping to give their readers what they want to read about celebrities and still not let network publicity become so enchanting that serious issues are overlooked.

It was perhaps such conflict over the proper position to take, or the indignation ignited by the heady Komack confrontation and the investigators' omnipresence that brought more than usual hostile interrogation of some interviewees this June, including ABC president Fred Pierce—who was denounced for revealing he was forming an investigative unit of his own to probe attacks on his network from the media, and other network biggies such as CBS-tv president Robert Wussler and NBC sports di-

(Continued on page 35)

(Barbara Yost is entertainment editor and television writer for the *Phoenix Gazette*.)

Telpak service continues under court order

United States Court of Appeals in Washington, D.C., ordered (July 22) the American Telephone & Telegraph Company to continue its Telpak service at existing tariffs for existing customers until a final ruling by that court.

This action was precipitated by a ruling earlier the same day from the U.S. Court of Appeals for the Second Circuit in New York. The N.Y. court ended a temporary stay of a Federal Communications Commission order to allow resale and sharing of private phone lines and telegraph circuits. AT&T responded by saying its Telpak service would end at midnight.

AT&T has stated unlimited resale and sharing of Telpak would defeat the concept of the service and make it economically unsound to continue offering Telpak.

The bulk-rate discount service, subscribed to by wire services and other large communications users, is part of the complicated telecommunications struggle now taking place at the national level.

Started in 1961

Telpak, first offered in 1961, allows customers with large communications needs to obtain 60 or 240 private lines at a time at special bulk rates. A private line is a circuit leased at a fixed monthly rate.

The FCC ruled in October of 1976 that the discount Telpak rates were discriminatory and ordered them dropped. The agency also ruled users of Telpak could share and resell the private lines in the United States. This action by the FCC has been described as an effort to make it easier for smaller companies to compete with AT&T.

Since the FCC's October order AT&T has taken a number of actions and filed tariffs for additional services. At the same time AT&T has appealed the entire FCC order on sharing and resale of private line services to the U.S. Court of Appeals for the Second Circuit in New York. The Second Court's ruling on the stay is independent of AT&T's appeal on the entire FCC resale and sharing order. The court refused to extend or continue its stay order on exempting Telpak from the resale and sharing order.

The Washington court is considering two cases involving Telpak and the FCC. After the decision by the court in New York, the Justice Department moved to get Telpak continued because the potential increase to the Government could cost the Treasury $80 million. The Government is one of the biggest users of the bulk-rate service.

In February of this year the wire services argued before the D.C. court the legality of pricing (to customers) on the extensions (circuits) from Telpak. This litigation is considered to be on a narrow issue while the second case before the court, brought by Aeronautical Radio Inc., a communications company serving the air lines, charges the FCC acted improperly by accepting AT&T's tariff filings including the elimination of Telpak without cost justification.

$4.3 million increase

AT&T has filed tariffs under Multischedule Private Line (MPL) services and if Telpak is dropped the wire services would receive a 45% increase equalling $4.3 million. (See E&P June 25, $4.3 million rate story.)

In the opinion of David L. Bowen, vicepresident and director of communications for the Associated Press, the Washington court's Telpak order signals a new lease on life for the service. It will probably be some time before the court hands down a final decision, Bowen said.

A United Press International spokesman said the wire service was pleased with the Washington court decision since it means the Telpak service will be continued for the present. In the interim, the spokesman said, it is hoped that further studies by AT&T may lead toward tariffs designed specifically for press users. UPI is continuing its satellite transmission experiments, the spokesman said.

The FCC's October 1976 order now stands on resale and sharing, however, the decision by the Washington court adds a new dimension to the Telpak controversy.

In two other AT&T services the FCC has ruled that the company could offer Dataphone Digital Service to 42 additional cities bringing the total to 66. AT&T has asked for approval to add 30 more for a total of 96 cities. All of the cities in the network should be on-line by the end of 1979, according to AT&T.

The company has filed new Dataphone rates and said the rates would be higher in general than those in effect before but lower than interim rates in effect since March.

The FCC rejected July 22 in another matter the rates filed by AT&T for its wide area telephone service (WATS) that were to become effective August 1. The commission said AT&T had not shown cost justification as required by its order of May 1976 telling the company to revise its 1974 WATS rates.

WATS permits customers with long distance services to call specified areas for a flat charge. Outward WATS customers can call specified outlying areas while inward WATS service permits callers to dial the subscriber's number without charge. An example of this service is the "800" number used by motels, and some retail organizations.

Ralph Roth is named to succeed Guittar

Ralph S. Roth, vicepresident/production of Knight-Ridder Newspapers, Inc., has been named president of the *Detroit Free Press*, succeeding Lee J. Guittar, who resigned to become publisher of the *Dallas Times-Herald*.

Roth's appointment is effective August 5, and he will be responsible for all business operations of the newspaper. Announcement of the appointment was made to the staff July 22 by Lee Hills, Free Press publisher and Knight-Ridder board chairman, and by Alvah H. Chapman, Jr., Knight-Ridder president and chief executive officer.

Roth, 50, a top executive of Ridder Publications before the merger with Knight Newspapers in 1974, has served since as ranking corporate officer in the area of newspaper production. He is a past president of Inland Daily Press Association.

Trezevant to chair development group

J. G. Trezevant has been named an executive vicepresident of Field Enterprises, Inc., publishers of the *Chicago Sun Times* and *Daily News*. He had previously been executive vicepresident of the corporation's Newspaper Division.

In his new capacity Trezevant will serve as chairman of a newly formed corporate development committee scheduled to survey the activities of Field Enterprises in publishing, communications and resources. He also will be the senior corporate official concerned with an overview of employe relations and stockholder relations programs within the company.

Trezevant will continue as chairman of Field Newspaper Syndicate and as director of the parent company and its subsidiaries, FSC Paper Corporation and Manistique Pulp and Paper Company.

Joins N.J. press

Susan Reynolds has been appointed executive assistant to the New Jersey Press Association general manager and managing editor of the *Jersey Publisher*. Prior to joining NJPA, she was employed at Bamberger's as a public relations coordinator for three of its stores.

Scripps-Howard gives $1,000 to 191 j-students

Scripps-Howard Foundation will award $191,000 for scholarships and grants in the coming school year to 191 students and 60 colleges and universities.

Announcement was made by Matt Meyer, president of the Foundation, which has as its objective the encouragement of excellence in the broad field of communications.

Described by Meyer as the "most professionally qualified ever," the students were selected from 720 applicants. They will have part of their college expenses paid during the 1977-78 school year. The colleges and universities will receive $1,000 grants which they will administer to students who are preparing for careers in communications.

A substantial number of The Foundation grants are earmarked for students who are pursuing non-editorial objectives in newspapering like circulation and advertising. Students interested in radio and television will also receive grants.

Meyer announced approval of the following special projects:

Indiana University Ernie Pyle Hall Fund; University of Florida Journalism School Building Fund; University of California at Berkeley for Minority Journalists' program; World Press Institute; American Press Institute Seminars; Inter American Press Association Student Exchange Fund; University of Evansville for electronic newsroom equipment; and Rochester Institute of Technology for graphic arts students.

He also announced authorization of new grants to the University of Denver for its Journalism School; the Tennessee Press Association; and Boston University's Afro-American/Journalism Program.

At its annual Awards Luncheon in New York in April, The Foundation presented prize money totaling $21,000 to winners in the Edward J. Meeman Conservation Awards, Roy W. Howard Public Service Awards, Ernie Pyle Memorial Award, Walker Stone Award for Editorial Writing, and a new competition in 1976, the Edward Willis Scripps Award for First Amendment reporting.

Meyer said financial contributions to The Foundation continued to grow, making possible the expansion of assistance to students, universities and colleges.

Outdoor editor wins

Kenneth L. Peterson, outdoor editor, *Flint* (Mich.) *Journal*, was chosen to receive the $1,000 Ben East Prize for excellence in conservation journalism offered by the Michigan United Conservation Clubs.

BRANHAM NEWSPAPER SALES celebrated their move to 444 N. Michigan Ave. with an open house. From left to right are: Frank Gurda, Branham executive vicepresident and Midwest regional manager; Betty Wichert; Pat Kennedy, Branham sales assistant; and Bob Wichert, national advertising manager for the *Decatur* (Ill.) *Herald Review*.

Study of press in Vietnam is published

Press coverage of Hanoi's Tet offensive during the Vietnam war affords an extreme example of media malfunction, according to a newly-published, dispassionate analysis requiring two volumes that total 1,434 pages and sell for $50.

The study is called "Big Story: How the American Press and Television Reported and Interpreted the Crisis of Tet 1968 in Vietnam and Washington" and was written by Peter Braestrup, Saigon bureau chief for the *Washington Post* at the time of Tet. Braestrup is now editor at the Woodrow Wilson International Center for Scholars at the Smithsonian Institute in Washington.

Taking an ombudsman attitude, Braestrup says that, despite some brilliant individual exceptions, the media were "overwhelmed" in Vietnam and at home by their own built-in limitations, journalistic biases, and a chronic inability to cope with surprise and prolonged uncertainty. A similar crisis, he suggests, would again overwhelm the media.

After nine years, analysts are beginning to have a different view of the crisis that helped topple Lyndon B. Johnson as president and led to the loss of all public support for the Vietnam war. Thus, as historians began to conclude that Tet was a harsh military and political setback for Hanoi in South Vietnam instead of the "allied disaster" pictured by the media at home, Freedom House conceived and funded "Big Story" for publication by Westview Press. Braestrup then went to work collecting specifics, ironies, anecdotes, personalities and documentation.

Discussing the massive study, Braestrup told E&P: "Essentially, after much research and discussion with my colleagues, I make the argument that the President's behavior in a crisis is very important not only to general public morale, but also to the way the Washington press treats the crisis. If the President, in effect, doesn't act decisively in responding to the crisis, the media have nowhere to turn for the 'reaction' except their own instincts and to the President's critics and adversaries at home. LBJ left a vacuum at Tet 1968. Obviously, this is over-simplified, but I have come more and more to believe that it wasn't just the credibility gap that did Johnson in, but his own failure to respond in presidential terms to the Tet surprise."

Adding to "Big Story" interest is a special analysis of public opinion polls before, during, and after the Tet crisis by Burns Roper, who finds that, as the crisis dragged on, Johnson fell far more rapidly in public esteem than did the U.S. commitment to the war.

"Big Story" contains 111 photos of newsmen, the places where reporters lived and worked, and the people they covered. The maps include one of downtown Saigon, showing the locations of various news bureaus as well as the usual landmarks. In addition to tables, transcripts, texts and documents, the appendices include lists of all foreign newsmen in Vietnam at Tet, and all Vietnam-related news reports of the major media for the Tet period.

Freedom House admits "Big Story" will not please would-be reformers, ideological press critics, or journalists who have argued that, because Administration information policy was "wrong," the press was right. But to laymen and newsmen alike, the study should shed new light on the strengths and vulnerabilities of wire services, newspapers, news magazines, and tv as they portray the world to the public.

With the attached THREE-WAY CARD we believe that we have made publication ordering much easier. Simply check off the services of your choice and return the card today: Mail remittance with order or, if you prefer, we will send our invoice later.

Use This handy card to order all 3 of these EDITOR & PUBLISHER PUBLICATIONS.....

Editor & Publisher published weekly
The weekly news magazine of the newspaper community—editorial, advertising, production, etc.

E&P Market Guide published December 1976
Exclusive data and statistics, individual market surveys of all daily newspaper markets.

E&P Year Book published April 1977
Directory of U.S. and foreign newspaper, personnel, related data. 560 pages.

Tear Here

Please send me:

- **EDITOR & PUBLISHER,** weekly news magazine of the newspaper community
  ** ☐ one year, $15.00 ☐ two years, $27.00 ☐ three years, $36.00
- ***E&P YEAR BOOK** – Encyclopedia of the Newspaper Industry
  ☐ 1977 edition, $25.00 per copy. ☐ Bulk orders (5 or more) $22.00 ea. ..... No. of Copies
- ***E&P MARKET GUIDE** –Exclusive Data on Newspaper Markets
  ☐ 1977 edition, $25.00 per copy. ☐ Bulk orders (5 or more) $22.00 ea. ..... No. of Copies

Name.....

Company.....Position.....

Address .....

City ..... State ..... Zip .....

BILL ME HOME ADDRESS BILL MY COMPANY OFFICE ADDRESS PAYMENT ENCLOSED

*Payment with order saves mailing charge
**U.S. and Canada Only. All other countries $35.00 a year.

7/30

Order these 3 Editor & Publisher publications today:

EDITOR & PUBLISHER
Current news of the newspaper industry, informative features on newspaper publishing and advertising; complete coverage of editorial, advertising, and business departments . . . plus news of syndicates, equipment, related fields $15.00 per year. *(52 issues)*

1977 MARKET GUIDE
Exclusive data on daily newspaper markets; 1977 estimates of population, retail sales, and income; extensive detailed individual market surveys for over 1,500 U.S. and Canadian daily newspaper markets. Data on retailing and other factors. $25. per copy. (500 pages)

1977 E&P YEAR BOOK
Approx. 560 pages—directory of all U.S. and Canadian dailies with names of executives and editors; circulation, ad rates, etc. Lists of U.S. and Canadian weeklies, foreign newspapers, syndicates, news services, advertising representatives. $25. per copy.

MAIL THE ORDER CARDS BELOW—NO POSTAGE NECESSARY IN U.S.

FIRST CLASS
Permit No. 172
New York, N.Y.

BUSINESS REPLY MAIL No postage stamp necessary if mailed in United States

Postage will be paid by

Editor & Publisher
850 Third Avenue
New York, N.Y. 10022

Attn: Circulation Department

General ad sales division dropped by Chi Tribune

Chicago Tribune's retail and general advertising divisions have been merged to create a new display advertising division.

The reorganization was announced by Henry K. Wurzer, vicepresident and director of advertising.

Wurzer reported that the display concept had been successfully tested at the Tribune through previous consolidations of the sales staffs of automotive, real estate and food advertising.

The move means that the Tribume's advertising department, which once included general, retail and classified divisions, now is divided into display and classified divisions.

Arthur E. Wible, formerly retail advertising manager, was appointed display advertising manager. Vincent P. Riordan, previously sales manager-retail advertising, was named assistant display advertising manager.

The six division managers of the new display advertising division are: Dennis Grant, central division and department stores; Anthony Flowers, general merchandise and food stores; John Dickman, agency and out-of-town; Patrick Doherty, suburban and financial; Edwin Schwartz, special classifications; and Roger Saunders, eastern advertising office.

John B. Parichy, former general advertising manager, was named assistant classified advertising manager reporting to George VanWagner, classified advertising manager.

Charles B. (Buck) Jordan, former assistant advertising director, was named assistant to the president of the Chicago Tribune Company.

Donald M. Robertson, advertising sales manager for the Tribune's *Sunday Magazine*, has been named to the additional post of assistant to the advertising director.

Named media director

Allen Larson has joined Botsford Ketchum, Inc. of San Francisco as associate media director.

Larson previously worked for Bloom Advertising of Dallas in the same capacity. Prior to that, he served as media supervisor for the Quaker Oats Company and with Leo Burnett, Co. of Chicago.

Record crowd

The 1977 edition of the "Hot Pants Day" Contest, sponsored by *Detroit News* columnist Charles Manos, drew a record crowd of over 5,000 people to Kennedy Square, located in downtown Detroit.

Color ad linage in Sept. 23 issue

EDITOR & PUBLISHER is combining its two color issues this year. In addition to reproducing the winners of the annual Color Awards Competition in the September 24 issue, the September issue will also include color linage data formerly published in March.

E&P has arranged for exclusive publication of full-run color linage data with Media Records for 221 newspapers published in 73 cities.

However, if your newspaper is *not* measured by Media Records, and you would like your 1976 color linage published in this September 24 Color Issue, please submit it to the Research Department, Editor & Publisher, 850 Third Ave., New York, N.Y. 10022, writing "Color Linage" on the outside envelope. Provide linage for local and national separately, and indicate linage in agate lines, not in inches.

No questionnaires will be mailed to newspapers to request this 1976 Color Linage Data. Deadline for receiving color linage data is August 26, 1977.

Boy Scouts to FC&B

Boy Scouts of America has appointed Foote, Cone, & Belding N.Y., as BSA's volunteer agency. Foote Cone is replacing N W Ayer ABH of N.Y., bowing out after serving BSA since 1971.

Should Government Sell Auto Insurance?

With auto insurance rates high and coverage hard to get in some sections of the country, suggestions are being heard that state government should sell auto insurance.

Government auto insurance plans have already been tried in Maryland and the Canadian provinces of Saskatchewan, Manitoba, and British Columbia. The results of these efforts are spelled out in State Farm's *Insurance Backgrounder* on "Government As An Auto Insurer."

We have *Insurance Backgrounders* on other insurance-related topics of interest to the news media. Once you're on our mailing list, we'll send you new ones as they're published. For this free service, call us at 309-662-2625 or write to:

Insurance Backgrounders
Public Relations Dept.
State Farm Mutual Automobile
Insurance Company
One State Farm Plaza
Bloomington, IL 61701

STATE FARM INSURANCE

Ad scene

By Dan Lionel

"Car Care" ad dollars

When Harry J. Young, former ad director of the *Marion* (Ohio) *Chronicle Tribune* button holes an ad executive at any newspaper ad confab he waxes positively dithyrambic about the Champion Spark Plug "Car Car" promotion. That's understandable considering that Harry carries the title on his convention badge, 'Champion Car Care Consultant'.

"Actually," according to his boss, Champion's vicepresident of advertising and merchandising, Richard D. Kudner, "Harry's enthusiasm for the promotion stems from his own utilization of the car care special prior to his retirement from the paper. We brought him into the Champion organization because, almost from the outset of the program 10 years ago, Harry brought out 48-page sections. We figured he could help spread the message to the rest of the industry."

The fact that a record breaking 1,500 newspapers carried Car Care sections in the Spring and Fall last year ranging up to 48 pages tends to justify Kudner's belief in Harry's ability to spread the gospel. As Harry himself puts it, "I think that we have one of the greatest success stories that has never been adequately told. I've been in the newspaper business for 50 years and never in that time have I ever seen a promotion that has been such a tremendous success for newspapers, for their readers and for their advertisers. And this success story deals with newspapers and newspapers alone."

In the seven years that Young has been associated with the Champion Car Care effort the complexion of newspaper participation has changed. "At the outset," Kudner told E & P, "most of the participating newspapers were weeklies, now most are dailies." Ground rule change that caused the turnabout was the requirement that a participating newspaper would receive a Champion Spark Plug 500-line ad only if its CPM for 1000-lines was under $20. "While most dailies could easily meet this requirement, relatively few weeklies could meet this efficiency standard."

While the so-called 'ground rules' call for a 'Car Care' supplement containing at least 25% of car care editorial matter which is supplied in a kit at no charge from Metro Services 80 Madison Ave., N.Y. 10016 or via the papers own editorial staff, there is no restriction on the character of ads the paper runs in the section. However, to encourage advertising featuring Champion Spark Plugs, Champion will insert a 1000 line ad instead of a 500 line ad if the supplement carries at least 500 lines of dealer placed Champion Spark Plug copy. A further incentive, Kudner noted, is that Champion has just upped the cooperative allowance it gives dealers for plugging its plugs.

Kudner feels that interest in this fall's Car Care section will be particularly strong, because for mounting concerns for conserving energy. Proper maintenance of an automobile, particularly through a tune up, will not only reduce fuel consumption but will also help control harmful emissions.

"The dollars spent on car 'after care' annually," Kudner said, "are greater than those spent on new cars, yet newspapers have not gotten anywhere near the revenue that after care services and merchandise could yield." He views the automotive repair and related businesses as virtually an untapped source of advertising linage.

For 1977 Kudner anticipates that the participating newspapers with an aggregate circulation of 62.2 million that ran car care sections last year will be repeating, along with additional ones and even more pages. "Many papers have found that the appeal of an auto oriented section has attracted hitherto non advertisers such as garage associations, gas station groups and others to advertise for the first time with encouraging results that have led them to become year 'round advertisers."

* * *

Newspaper Advertising Bureau vicepresident-classified, Jane Gilmer, has posted the tentative schedule for the 2-day training the trainer "Classified Telephone Training Workshops" available to NAB member newspapers as follows:

White Plains, N.Y.	August 22-23, 1977
Boston, MA	August 29-30, 1977
San Francisco, CA	Sept. 15-16, 1977
Dallas, Tx	Oct. 6-7, 1977
Philadelphia, PA	Oct. 17-18, 1977
Madison, WI	November 1977
Minneapolis, MN	November 1977
Spokane, WA	December 1977
Los Angeles, CA	December 1977
Indianapolis, IN	January 1978
Chicago, IL	January 1978
Orlando, FL	February 1978
Detroit, MI	February 1978
Cleveland, OH	February 1978
Richmond, VA	March 1978
Charlotte, NC	March 1978
Atlanta, GA	March 1978
Toronto, Ontario	April 1978
Kansas City, MO	April 1978
Des Moines, IA	May 1978
New Orleans, LA	May 1978
Denver, CO	May 1978
Sun Valley, ID	June 1978

Media specialists promoted by agency

J. Walter Thompson advertising agency has elected two media specialists to vicepresident positions. Joyce LaTerre, an associate media supervisor and George Rosenkranc, a media supervisor.

LaTerre has been with JWT since 1966, with her primary background in broadcast. Rosenkranc also joined JWT in 1966. He left in 1974 to become media director of DKG Advertising and returned to JWT in 1976.

TO MAKE A **BIG** HIT IN CENTRAL PENNSYLVANIA . . .

PROMOTE FOOD IN THE MIRROR

Even in Pennsylvania, where setting a good table is almost a 'must', our market stands out. Altoona market folks are spending at the rate of $2,461* per household for food in 1977, $322 above the state average. And in the Altoona Mirror, your advertising reaches 4 out of 5 homes in a food market of over $120-million. Pennsylvania Mirror readers aren't far behind__well above both state and national averages.

Promote food in the Mirror (either one), and you'll sell to beat the band!

ALTOONA PENNSYLVANIA'S ONLY DAILY NEWSPAPER

Altoona Mirror

ALTOONA, PA. 16603

PENNSYLVANIA MIRROR

STATE COLLEGE, PA. 16801

Another world of news with the local point of view

*E&P 1977 Market Guide Est.

Problems still exist in ad format area

The ANPA's Format and Printing Material Standards Committee, encouraged by the large number of newspapers which have converted to new advertising makeup dimensions as a result of the committee effort, plans to study further steps toward reaching its stated goal of standardizing column widths and spacing.

For newspapers contemplating a change of format, the committee has recommended a choice between two sets of dimensions, one for 6-column newspapers and the other for 8- or 9-column newspapers. Many newspapers have designed their pages precisely to the recommended dimensions: columns of 9 picas, 9 points, with 3-point column separation for 8- and 9-column newspapers, or 13-pica columns with 6-point separation for 6-column newspapers.

The committee, chaired by Otto A. Silha, president of the Minneapolis Star and Tribune Company, decided upon this study at a recent meeting of the group in San Francisco.

Within the past year and a half, the committee's efforts, supported by the technical staff of the ANPA Research Institute, have resulted in the adoption of the Advertising Dimension Standards (ADS) by 1,347 newspapers. Of these, 588 are classified as ADS-"A", 308 are ADS-"B," 177 are ADS-"C," 52 are ADS-"D," 133 are ADS-"E," 61 are ADS-"F" and 28 are tabloids.

The committee has already recommended to newspapers introducing format changes that they move to a "C" or "F" width.

Silha reported that in the top 300 markets since January 1976, the circulation of ADS-"C" newspapers has grown from 11.7 million to 22 million and that ADS-"F" newspapers have increased from 3.8 to 5 million circulation.

Under the present system, the ADS categories represent classifications for the acceptance of advertising materials with minimum adjustment, float or distortion. Newspapers that fall within a particular ADS code group still show considerable variations in their actual dimensions, because of differences in column widths and column spacing. These individual differences produce a distinctive individuality of appearance. However, they mean that an ad that is, say, two columns wide will have a somewhat different width in some newspapers of a given ADS type than in others, even though a full page ad would always have the same width.

Because of these variations, advertising agency production specialists have faced additional costs in adapting advertising materials for different newspapers. The committee's examination of the further necessary moves toward standardization reflects its primary interest, which is to make newspapers as easy and inexpensive as possible for advertisers to use.

Insert revenues continue to grow

Inserts are rapidly approaching 10% of all newspaper revenue, according to the Newspaper Advertising Bureau.

The bureau reports that daily and Sunday newspapers in the United States distributed 17.1 billion inserts in 1976—some 7% more than the 16 billion distributed in 1975. Advertiser expenditures were nearly $100 million, a 13% increase over 1975 expenditures.

One example of the rise in popularity of preprint inserts can be seen among the New England newspapers. The number of inserts distributed by 105 members of the New England Newspapers Advertising Bureau was up 20% for the month of June and 30% for the six months ending June 30.

The *Ansonia* (Conn.) *Sentinel* has carried 157 inserts thus far or 72 more than during the same period last year. The *Waterbury* (Conn.) *Republican* and *American* has carried 267 or 102 more than last year. Kmart ran eight inserts in the Ansonia paper and 10 in the Waterbury papers during June.

Ad-Builder Does It Again

Good things keep happening to Ad-Builder Subscribers and the latest was delivered this month.

Co-op 77 Part II, a tabloid publication containing programs of 29 manufacturers, includes a simplification of the requirements on each, plus, in most cases, approved ready to sell layouts.

It's another example of the Ad-Builder commitment to make print advertising as effective and as easy to sell as possible with our Space Selling System.

If you're not a subscriber, we'd be happy to send you a copy of CO-OP 77 Part II just for the opportunity of explaining the advantages of the total system.

Ad-Builder Division
MULTI-AD SERVICES, INC. 1720 W. Detweiller Drive, Peoria, Illinois 61614

Newspeople in the news

COORDINATOR—Patricia Intini has joined Gannett Rochester Newspapers as coordinator of the Newspapers in Education Program and will be responsible for assisting teachers and students in use of the newspaper as an educational aid. She is a graduate of the State University of New York College at Oswego and also spent a year at the University of Nottingham, England.

MANAGING EDITOR—Dennis Morefield, a former editor with the John P. Scripps Newspapers in California, is the new managing editor of the *Santa Monica* (Calif.) *Evening Outlook* and will be responsible for operations of the news departments. He assumes administrative duties held by R. D. Funk, who became editor-managing editor in 1970. Morefield joined the Outlook from metropolitan editor of the *Decatur* (Ill.) *Herald and Review* and earlier was editor of the tri-weekly *Enterprise-Sun* and *News* in Simi, California and managing editor of the daily *Tulare Advance-Register*.

Shaver

Thieriot

SAN FRANCISCO VICEPRESIDENTS—Two new titles at the San Francisco Newspaper Printing Company which handles non-editorial functions for the *San Francisco Chronicle, San Francisco Examiner,* and *Sunday Examiner & Chronicle*, have been announced. The post of vicepresident/marketing will be filled by Carl B. Shaver, formerly assistant to the general manager/marketing and that of vicepresident/operations by Peter E. Thieriot, most recently assistant to the general manager for business operations. Shaver joined the company last January from the Gannett Newspaper Group as advertising director of the *San Bernardino Sun-Telegram* and western regional marketing consultant. Thieriot joined the company in 1969 as a management trainee, and for several years operated a private business before rejoining the company in 1974.

MICHAEL J. WIENER and TODD CLARK—appointed sales promotion administrators for the sales development department of the 3M Company's Industrial Graphics Division.

* * *

GERALD S. WROE, advertising manager of *Family Weekly* magazine, and JOE A. FRAZIER, JR., western advertising manager—elected vicepresidents of the corporation. Wroe has been with Family Weekly since 1969, as has Frazier.

DO YOU PUBLISH A CONTROLLED WEEKLY IN COMMUNITY NEWS OR SHOPPING GUIDE FORMAT? C•A•C CAN AUDIT CIRCULATION AND VERIFY DELIVERY.

CERTIFIED AUDIT OF CIRCULATIONS, INC. CAC ®

Mark of integrity

Certified Audit of Circulations, Inc.
Leonia, New Jersey 07605 (201) 947-4585

CASSIE MACKIN, television personality who from 1963 to 1969 was a Washington correspondent for Hearst newspapers, leaves NBC's Sunday Night News to become a Washington-based correspondent for ABC News. While with Hearst, Mackin served as a White House and urban affairs correspondent.

* * *

JANE ZEMEL—appointed copywriter for *St. Louis Post-Dispatch*.

* * *

SANDRA SHEPHERD, national catalog sales promotion manager for Sears—appointed telephone sales supervisor for the *St. Louis Post-Dispatch*.

* * *

DONALD H. STOFEELS, an advertising man who taught advertising at the University of Wisconsin, Madison for more than 10 years—named an adjunct associate professor of the School of Journalism and Mass Communications.

* * *

BRUCE HICKS—named manager of the Houston office of Carl Byoir & Associates. He worked on the Chamber of Commerce of Kansas City account for Byoir and formerly was with the *Houston Chronicle*.

EMELYN K. JEWETT, president and chairman of the board of The Tribune Publishing Company, Oakland and president of Oakland Tribune Features, Inc.—elected to the board of directors of the Clorox Company, Oakland.

* * *

ELMER CURRAN, a reporter and page editor with the *Asbury Park* (N.J.) *Press*—awarded a B.A. degree by accreditation at Edison College, Princeton, N.J. The college is the first institution of higher education in the country that does not offer instruction to receive full accreditation—instead candidates receive needed credits by demonstrating what they know. Curran got additional credits by assessment of his college-level knowledge in journalism.

* * *

WILLIAM J. CLEW, retired managing editor of the *Hartford* (Conn.) *Courant*—named by Governor Ella Grasso to the Freedom of Information Commission.

* * *

RICHARD P. MATHAUER, former advertising sales manager for the *Hamilton* (Ohio) *Journal News*—appointed advertising director of the *Beckley* (W.Va.) *Post-Herald* and *Raleigh Register*.

* * *

LEROY R. ZIMMERMAN, publisher of the *Cottage Grove* (Ore.) *Sentinel*—elected president of the Oregon Newspaper Publishers Association.

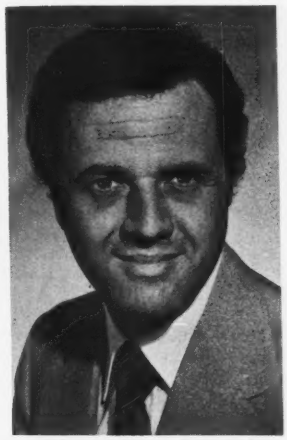
Newspeople in the news

Davis

Conklin

ORLANDO APPOINTMENTS—Hartwell Conklin has been named public relations manager for the Sentinel Star Company, Orlando, and Sam E, Davis III, director of employe relations. Conklin has had 14 years' management experience in television and corporate public relations and served as consultant to the *Sentinel Star* in establishment of the Golden South Classic track and field meet to benefit the Central Florida YMCA Track Club. Davis has been with the *Columbia* (S.C.) *State-Record* 12 years and headed personnel activities for the past six. He assumes responsibility for the employe relations division which includes personnel, purchasing, security, training and development, fleet maintenance, and plant services.

NEW DIRECTOR—Gregory L, Thornton has been named director of employe relations for the *New York Daily News*, succeeding Joseph F. Barletta, who remains as vicepresident of the News. Thornton has been director of labor relations for Gannett newspapers for the past four years and prior to that practiced law in New York State and Bridgeport, Conn.



TO MEMPHIS—David W. Druley, who has been director of advertising the past two years for the Nixon Newspaper Group, Michigan City, Indiana, has been named advertising director of the Memphis Publishing Company, publisher of the *Commercial Appeal* and *Press-Scimitar*. He started in the retail advertising sales business in 1963 with the *Elkhart* (Ind.) *Truth* and currently is national membership chairman and on the executive committee of the International Newspaper Advertising Executives Association.

DAVID MASON—appointed chief of bureau for the Associated Press in London. Mason, who has been news editor for Europe based in London, replaces RICHARD M. O'REGAN, who is assuming broader executive responsibilities in Europe. Mason was Moscow bureau chief prior to moving to London earlier this year.

* * *

GENE WASHER—promoted to managing editor of the *Clarksville* (Tenn.) *Leaf-Chronicle* from sports editor for the past 13 years. MAX MOSS—promoted to sports editor from assistant sports editor. Moss joined the Leaf-Chronicle four and one-half years ago from editor-in-chief of the *Lunker Hole* magazine.

* * *

CHARLES E. MOREAU—sold his two weeklies, the *Bloomfield* (N.J.) *Independent Press* and the *Glen Ridge* (N.J.) *Paper* to WALTER WORRALL, publisher of four newspapers in the Oranges. Moreau is retiring after more than 50 years publishing the Bloomfield paper.

* * *

STEVE WILSON, executive sports editor of the *Lexington* (Ky.) *Herald and Leader*—named managing editor of the Leader. FRED POVEY, a copy editor of the *Lexington* (Ky.) *Herald*—named editor of the *Sunday Herald-Leader*.

ALLAN M. SIEGAL, assistant to the executive editor for news technology at the *New York Times*—appointed news editor effective in the Fall, succeeding LAWRENCE G. HAUCK, who retires. Siegal has been in charge of planning and staff training for the use of computerized writing, editing, and page makeup equipment in news sections of the Times. That project will be directed by HOWARD F. ANGIONE, technology editor, who joined the Times last April from Associated Press.

* * *

JOE H. NIXON JR.—to business manager of the *Peru* (Ind.) *Tribune* from five years with the *Michigan City* (Ind.) *News-Dispatch*. Nixon is the son of *Wabash* (Ind.) *Plain Dealer* publisher Joe H. Nixon Sr. and nephew of Peru Tribune publisher John R. Nixon.

* * *

ROBERT W. WELLS, *Milwaukee Journal* reporter/columnist and author of 15 books—named book editor, succeeding LESLIE F. CROSS, who died July 3. Wells has been with the Journal since 1946. He spent more than seven years assigned to the Journal's New York bureau before it closed in 1958.

* * *

JOAN GRIMES, in real estate advertising sales at the *Cincinnati Post*—named classified telephone sales manager.

LARRY MORTIMER, manager of the Atlanta office of Gannett Newspaper Advertising sales—named Chicago manager, replacing PETER STEGNER, who recently became director of advertising for Gannett Rochester Newspapers.

* * *

LOUIS SITO, data processing production manager for the *Chicago Sun Times*—appointed production manager in charge of composing and engraving.

* * *

FRED HULL, national advertising salesman for the *Wichita* (Kans.) *Eagle and Beacon*—promoted to the newly created position of sales development manager.

John A. Park, Jr.

Expertise in Handling

Media Ownership Changes

(919) 782-31
BOX 17127 RALEIGH N. 27609

22 Years Nation-Wide Personal Service

Newspeople in the news

BRENDA NEBLING—promoted to wire editor of the *Altus* (Okla.) *Times-Democrat*. DENISE SUTTLE—promoted to women's editor.

* * *

EDGAR R. MUNTZ, JR.—named state circulation manager of the *Worcester* (Mass.) *Telegram* and *Evening Gazette*. He replaces ROBERT W. LOMBARD, who retired after 39 years with the newspapers. Muntz joined the Telegram and Gazette in 1971.

* * *

MAURINE CHRISTOPHER—appointed to the new post of deputy executive editor of *Advertising Age*. She joined the publication in 1947 from the *Baltimore Sun*. Succeeding her as senior editor-broadcast is JAMES P. FORKAN, a senior editor.

JOHN F. LYONS—named manager-corporate communications of Lone Star Industries, Inc., Greenwich, Conn. He moved from Grumman Corporation as editor of the employee-stockholder magazine and formerly was with the *Wall Street Journal* and was senior editor of *Institutional Investor* and *Financial World* magazines.

Keep Up With The BEST NEW WAYS TO RUN A NEWS BUSINESS

. . . Reduce Costs

. . . Increase Profits

Ask about our new consultant and contract service programs in all phases.

- **Advertising**
- **Production**
- **Editorial**
- **Promotion**
- **Personnel**
- **Special Problems**

For news media organizations of all types and sizes

No charge for preliminary evaluation and proposal

Modern Media Services
715 Hulman Bldg.
Dayton, Ohio 45402

A division of Media Ventures, Inc.

To stay in London

Spokesmen for Associated Press and United Press International say they have no plans to transfer their half of an illustrious press couple name from the London bureaus to Paris. Recently, the *New York Post* under a Page Six paragraph headed "Good names", said that Associated Press had hired A. O. Sulzberger Jr., son of the *New York Times* publisher for its London office and that UPI followed suit and hired his wife, Gail Gregg. Page Six then added the lucky couple was moving to Paris for their respective agencies. The spokesmen say "no plans" for the transfer.

EDWIN P. YOUNG, vicepresident and assistant publisher of the *Providence* (R.I.) *Journal-Bulletin*—retired after 50 years in the newspaper business. He has been with the Journal-Bulletin since 1954, moving from administrative assistant to general manager and to vicepresident. He was elected to the board of the Providence Journal Company last April and will remain a member.

* * *

PHYLLIS DENTICI—appointed classified advertising manager for the *Greensburg* (Pa.) *Tribune-Review*. She has been supervisor of the advertising telephone room for seven months and previously was advertising director of the *Kittanning* (Pa.) *Leader Times*.

* * *

Staff changes at the *Columbus* (Ohio) *Citizen-Journal* include: THEODORE ENGLISH—from news editor to business editor; THOMAS BUSKIRK, assistant news editor—to news editor; GEORGE ROBERTS—from business editor to copy editor; C. EDWARD DUBBISON—to assistant news editor from copy desk and CHRIS EVERSOLE—to wire editor from copy desk.

* * *

CHARLES W. BLACKBURN—joined Weyerhaeuser Company as editor of corporate publications, responsible for editing and publishing *Weyerhaeuser News*, monthly newspaper distributed to the international forest products company employes worldwide. Blackburn has been with the University of Oregon's athletic department administration, most recently as promotions manager.

* * *

THOMAS J. KEMP, a vicepresident of the Arkansas-Louisiana Division of Dillard's Department Stores, who began his advertising career with the *Arkansas Gazette*, Little Rock, in 1950—returned to the Gazette as marketing director.

JOHN P. NEVILLE—promoted to news editor of the *Albany* (N.Y.) *Knickerbocker News* from assistant news editor. Additions to the staff: copy desk, BARBARA LAMB, formerly women's editor and formerly assistant city editor of the *Auburn* (N.Y.) *Citizen;* suburban reporting staff, JEFFREY SOMMER, formerly contributing writer for the *Village Voice* and the *Boston Phoenix*.

* * *

WILLIAM MALONE, circulation director for Gannett newspapers at Rockford, Illinois—named circulation director of Gannett. The position had been vacant.

JOHN B. JASKE, assistant labor relations director of Gannett Company—named labor relations director, succeeding GREGORY L. THORNTON, who resigned to join the *New York Daily News*.

* * *

RICHARD L. GOLLER, Landon Associates—elected president of the Newspaper Representatives Association of Chicago.

* * *

WARREN WOLFE, former advertising director of the *New York Times*—joined *The Trib*, New York, as vicepresident and associate publisher. NORMAN W. WILLIAMS, formerly with Citibank in Hong Kong—to vicepresident and advertising director.

* * *

WES WOODARD, former advertising manager of the *Great Bend* (Kan.) *Tribune*—named advertising manager of the *Anthony* (Kan.) *Republican*.

* * *

GLENDA-JO SELF, writer for Sunday real estate/housing section of the *Kansas City Star*—named garden editor to succeed MARY M. HOBBS, retired.

* * *

Considine's widow sues Nevada Hotel

Millie Considine, widow of the late columnist Bob Considine, has filed a $7.2 million damage suit against the Hyatt Lake Hotel, Nevada, charging that the 1975 death of the veteran newspaperman resulted from an accident while he was covering the hotel's grand opening.

Considine was injured in the crash of a hot air balloon operated by the hotel. His widow charges his death three months afterwards was a result of injuries suffered.

A memorial established at Ohio University, the Bob Considine Scholarship Fund, has reached its $50,000 goal with John Wilhelm, dean of the College of Communications and director of the School of Journalism, as coordinator and overseer.

AN E&P PULL-OUT SECTION | JULY 30, 1977

Editor & Publisher

52ND ANNUAL DIRECTORY OF SYNDICATED SERVICES

1977 SYNDICATE DIRECTORY

FEATURE INDEX · AUTHORS · ARTISTS · COMICS · COLUMNS · SYNDICATES

UNITED FEATURE SYNDICATE

200 Park Avenue
New York, N.Y. 10017
(212)557-2333

NEWS SERVICES, SERIES, SUPPLEMENTS

NANA NEWS SERVICE (5tw)
NANA PHOTO SERVICE (1tw)
NANA PONY SERVICE (1tw)
SCRIPPS-HOWARD NEWS SERVICE (6tw)
SPOTLITE SERVICE (1tw)
WOMEN'S NEWS SERVICE (5tw)

NATIONAL AND WORLD AFFAIRS

JACK ANDERSON, Washington Merry-Go-Round (7tw)
JACK ANDERSON'S Weekly Special (1tw)
MARQUIS CHILDS, Washington Calling (2tw)
ERNEST CUNEO, National Whirligig (3tw)
LOUIS HALASZ, Dateline: U.N. (1tw)
COL. ROBERT D. HEINL, Of Arms and Men (2tw)
VICTOR LASKY, Say It Straight (1tw)
JOHN D. LOFTON, JR. (3tw)
PHIL NEWSOM (occ)
VIRGINIA PAYETTE (3tw)
WILLIAM L. RYAN (1tw)
HENRY J. TAYLOR (3tw)
KAROL C. THALER, Dateline Europe (2tw)
GUS TYLER (3tw)
ROBERT J. WAGMAN (occ.)
SIDNEY ZION (1tw)

THE LIGHTER SIDE

NOEL ANTHONY, Continental Diary (1tw)
TRIXIE BELMONT, Ladies First (1tw)
JIM FIEBIG, Mark My Words (3tw)
JIM AYLWARD (3tw)
IRIS HARTMAN, Women's World (4tw)
NORTON MOCKRIDGE (5tw)
ISABELLE SHELTON, Mirrors of Washington (1tw)
SANDY TELLER, Senator Soaper (6tw)

BUSINESS AND FINANCE

DON G. CAMPBELL, Daily Investor (5tw)
DON G. CAMPBELL, Mutual Funds (1tw)
LOU SCHNEIDER, Trade Winds (6tw)
HERBERT STEIN, The Economy Today (1tw)

YOUTH AND ADVICE

JEAN ADAMS, Teen Forum (4tw)
BARBARA LEWIS, Pop Scene Service
VAL WINSEY, Susie Mac (5tw)

HOUSE AND HOME

THOMAS A. BATESON, Collector's Corner (1tw)
GERRY BISHOP, House Plans (1tw)
GENEVIEVE FERNANDEZ, Interior Decorating (4tw)
ANNE GILBERT, Antiques & Stuff (1tw)
RICHARD HECKMAN, Ask About Antiques (3tw)
EMILY MALINO, Design for People (1tw)
ROGER WHITMAN, First Aid for the Ailing House (4tw)

SPORTS

BILLY CASPER'S GOLF, Billy Casper (2tw)
BOATING, Julius Cooper (1tw)
BOWLING TIPS (4tw)
NBA TIP-OFF (1tw)
NFL GAME PLAN (1tw)
PALMER METHOD, Arnold Palmer (2tw)
ROCKET SHOTS, Rod Laver (3tw)
SKIING, Jean-Claude Killy (1tw)
TIPS FROM THE TOUR, Arnold Palmer (1tw)

TV AND FILMS

JAMES BACON, Hollywood Hotline (5tw)
AL KILGORE, TV Starscreen Puzzle (1tw)
DAN LEWIS, TV Tune-In (3tw)
JAMES BACON, TV Tune-In (1tw)
REBECCA MOREHOUSE, Celebrity Interviews (occ)
CLIFF ROGERSON, Tee Vee Laffs (6tw)
RICHARD K. SHULL, TV Answer Man (6tw)
RICHARD K. SHULL, TV Tune-In (2tw)
TV FILM SOURCE SERVICE
TV PREVIEWS, Dan Lewis (7tw)
TV DATA, Inc., TV Listings (7tw)
TV LOGS (local and national)
TV TIDBITS (7tw)
TV PHOTO SERVICE (7tw)
TV WEEK FEATURES (1tw)
TV DATA FEATURES (1tw)
TRIVIA TEASERS by Gene Herndon (1tw)
TV TANGLES by Gene Herndon (1tw)
ROCKPILE by Stokes Walesby & Al Cunniff (3tw)

We're SCANNABLE (ANY FONT)
We're CAMERA-READY . . . and
We're COMPUTER COMPATIBLE

SPECIALTY COLUMNS

AUTO ALBUM, Tad Burness (1tw)
YOUR BIRTHDAY, Stella Wilder (7tw)
YOUR STARS THIS WEEK, Stella Wilder (1tw)
IRA G. CORN, JR., The Aces (7tw)
BESTSELLERS, Publishers Weekly (1tw)
OLD FARMER'S ALMANAC (1tw)
JACK STRAUSS, What's the Law? (6tw)
ROBERT W. IRVIN, Driver's Seat (1tw)
MARTIN ALWYN, Ask Anybody—Anything (1tw)
WE HOLD THESE TRUTHS, Mackenzie/MacNelly (3tw)
WORDS, WIT & WISDOM, William & Mary Morris (6tw)

PUZZLES AND WORD GAMES

ANAGRAMS (6tw)
CROSSWORD PUZZLER (7tw)
TELE-PUZZLE (1tw)
WORDY GURDY, Tricky Ricky (6tw)
TODAY'S CROSSWORD PUZZLE (7tw)
LITTLE PEOPLE'S PUZZLE, Leo White (7tw)
PRIZEWEEK PUZZLE (1tw)
WORD GAME, Kathleen Saxe (7tw)

CONSUMERISM

MARGARET DANA, Before You Buy (1tw)
MARGARET DANA, Consumer's Question-Box (1tw)
SIDNEY MARGOLIUS, For the Consumer (2tw)
BETTY YARMON, Family Finance (2tw)

HEALTH, EDUCATION & WELFARE

DR. F.J.L. BLASINGAME, Let's Stay Well (6tw)
DRS. CURTIS & NEWMAN, For Women Only (3tw)
GHITA LEVINE, Retirement (1tw)
GEORGE PLAGENZ, Things That Matter (1tw)
JACK SMITH, Time of Your Life (2tw)
JOHN WYKERT, Insight (1tw)

FOOD AND DIETING

MARCIA BURG Chef Marcia (1tw)
BARBARA GIBBONS, Slim Gourmet (3tw)
ROBERT J. MISCH, Eat, Drink & Be Merry (1tw)

BEAUTY AND FASHION

MARIAN CHRISTY, Lifestyles (3tw)
FLORENCE de SANTIS, Fashion, Face, & Figure (7tw)

These Newspapers

Atlanta Constitution and Journal
Baltimore News American
Binghamton Sun-Bulletin
Birmingham Post-Herald
Birmingham News
Boston Globe
Brockton Enterprise
Buffalo Evening News
Burlington Hawk Eye
Carlisle Sentinel
Cincinnati Post
Cleveland Press
Columbia State and Record
Columbus Citizen-Journal
Columbus Dispatch
Columbus Republic
Dallas Times Herald
Davenport Quad City Times
Denver Rocky Mountain News
Detroit News
Eugene Register-Guard
Evansville Press
Fort Lauderdale News
Fort Myers News-Press
Fort Wayne Journal-Gazette
Fort Wayne News-Sentinel
Green Bay News
Harrisburg Patriot and News
Hollywood Sun-Tattler
Houston Chronicle
Houston Post
Jacksonville Times-Union
Kankakee Daily Journal
Kenosha News
Knoxville News-Sentinel
Las Vegas Sun
Lawrence Eagle-Tribune
Little Rock Gazette
Louisville Courier-Journal
Louisville Times
Lowell Sun
Madison Capital Times
Wisconsin State Journal
Memphis Commercial Appeal
Memphis Press-Scimitar
Miami Herald
Middletown Times Herald-Record
Milwaukee Journal
Milwaukee Sentinel
Minneapolis Star and Tribune
Muskogee Phoenix and Times-Democrat
New York Daily News
Long Island Newsday
New York News World
Newport Daily News
Newport News Press and Times-Herald
Orlando Sentinel-Star
Philadelphia Daily News
Pittsburgh Press
Pontiac Oakland Press
Portland Press Herald and Express
Portland Oregon Journal
Providence Journal and Bulletin
Raleigh News Observer and Times
Redlands Daily Facts
Richmond Times-Dispatch and News Leader
Sacramento Bee
Sacramento Union
St. Louis Post-Dispatch
St. Petersburg Times
San Diego Union and Tribune
Sandusky Register
San Francisco Chronicle
San Francisco Examiner
San Jose Mercury and News
Santa Monica Outlook
Santa Rosa Press Democrat
Sarasota Herald-Tribune and Journal
Seattle Times
Sharon Herald
Shelbyville News
Tampa Tribune and Times
Terre Haute Tribune
Topeka Capital and State Journal
Torrance Daily Breeze
Waco Tribune-Herald
Washington Star
Wichita Eagle and Beacon
Winston-Salem Journal and Sentinel
Worcester Telegram and Gazette

Receive these Syndicates

Chicago Tribune
Chicago Daily News-Sun Times News Service
Christian Science Monitor Service
Field Syndicate
Gannett News Service
King Features
Los Angeles Times Syndicate
Times-Post News Service
NANA
NEA
Newhouse News Service
Newsweek International Features
New York Times News Service
New York Times Special Features
Register-Tribune Syndicate
Scripps-Howard News Service
United Feature Syndicate
Universal Press Syndicate
Washington Star Syndicate
Women's News Service
Washington Post Writers Group

On UPI DataNews

Since 1975, UPI has delivered the goods.

FYI...here are the results of our survey to find out about your feature needs and what *you* believe builds readership

Cable Address: KINGSYN NEW YORK
Area Code: 212—682-5600
Toll free: 800—223-7384

King Features

235 East 45th Street, New York, N.Y. 10017

J.F. D'ANGELO
PRESIDENT

Dear Editor:

Your newspaper was probably one of over 1,500 polled recently by King Features in a survey designed to give us better guidance on the kinds of new features *you* believe would be most helpful in building and holding new circulation.

We were gratified that over 20% of you took the time to complete our detailed questionnaire. Our editors have reviewed the survey replies with keen interest, and we would like to share some of the results with you.

As with most broad-based surveys, some of the results were predictable, but many of your comments accompanying the replies were fascinating. Some of the information produced will be extremely important in developing new features to meet your needs as they really are, not simply as we perceive them to be.

We were not surprised to learn that one out of two editors believe that *comics* are still the most effective features for attracting circulation. However, it was noteworthy that even slightly more—56%—now view *service/lifestyle* and *entertainment* (gossip, crosswords) features to be among the most efficient ways to build new readership.

Some other key findings include:

- ***Most Wanted Readers:*** No surprise here—editors overwhelmingly are after those 18-to-34-year-old readers, both women and men.
- ***Comics Presentation:*** Some 63% of the daily editors use a 4-column stacked format for comics display, but 28% are now using a 3-column display.
- ***New "Political" Comics:*** Slightly more than half the editors say they now are using comics that deal with current political and social themes. But most said one was enough.
- ***Political Commentary Columns:*** Writing style, political viewpoint and by-line recognition, in that order, are the factors that determine how editors buy a political column.
- ***People or Gossip Columns:*** Just over half the editors said they have added a new people or gossip column to their papers recently.

Finally, there was something of a "good-news-bad-news" aspect—for King and other syndicates—to one part of the survey. We learned that while nearly six out of ten editors keep a file of syndicate promotional material for ready reference, four out of ten apparently toss the mailings out. We're going to have to work on that!

My thanks to those who responded to the survey. I'd be delighted to hear from those of you who didn't have a chance to reply. Meanwhile, we hope you'll find features from King on the next three pages that will help you meet your specific needs.

Sincerely,

J.F. D'Angelo

The World's Greatest Comic Strips

BLONDIE—The most popular newspaper feature in the world, appearing in some 1700 newspapers. By Dean Young and Jim Raymond. D&S.

BARNEY GOOGLE AND SNUFFY SMITH—An all-time comics classic holds readership in over 800 newspapers. By Fred Lasswell. D&S.

BEETLE BAILEY—The Army's most famous goof-off, created by Mort Walker, appears in over 1400 newspapers. D&S.

AGATHA CRUMM—An excitingly different comic strip featuring a lady tycoon with a mind like a computer and a consuming passion for money. By Bill Hoest. D&S.

FLASH GORDON—The name synonymous with the best of science fiction adventure. By Dan Barry. D&S.

BIG BEN BOLT—A fast moving action strip. Superb art. D.

ARCHIE—America's favorite teenager stars in more than 700 newspapers—and on TV, too. D&S.

BRICK BRADFORD—He travels through time on the road to high adventure. By Paul Norris. D&S.

BUZ SAWYER—Roy Crane's ace trouble-shooter finds excitement everywhere. Dramatic stories and great art. D.

DR. KILDARE—The popular young medic who has starred in books, films and on TV. Ken Bald's art highlights the strip. D&S.

DOOLEY'S WORLD—Refreshing, unique, sophisticated, contemporary. By Roger Bradfield. D&S.

BRINGING UP FATHER—The domestic life of Maggie and Jiggs. By Kavanagh-Fletcher-Camp. D&S.

GUNNER—A fast-paced soccer strip with universal appeal. By Alfredo Grassi and Lucho Olivera. D.

HENRY—The world's favorite pantomime strip. By John Liney and Don Trachte. D&S.

HUBERT—Pudgy and pugnacious, he's stuffed with the ingredients that create laughs. In panel or strip format. By Dick Wingert. D&S.

THE FLOP FAMILY—Family life to tickle the funny bone. By Swan. D.

HAGAR THE HORRIBLE—Dik Browne's bungling Viking. The world's fastest-growing strip. In almost 900 papers. D&S.

HI AND LOIS—Mort Walker and Dik Browne have created a young suburban family who are charming, funny and enjoyed in over 800 papers. D&S.

DONALD DUCK—His temper tantrums and wise quacks have made him a Walt Disney favorite. D&S.

JUNIOR WHIRL—Kids and adults love Hal Kaufman's tantalizing puzzle page. S.

THE KATZENJAMMER KIDS—Hans, Fritz and the Captain provide fun galore. By Mike Senich. S.

THE HEART OF JULIET JONES—Magnificent art by Stan Drake highlights its enthralling human interest stories. D&S.

LET'S SEW—Every woman who sews will read and respond to this Sunday comic page feature. Printed patterns. S.

LITTLE IODINE—A spoiled kid who keeps her dad at the boiling point. By Bob Dunn and Hy Eisman. S.

King Features Syndicate

BONER'S ARK—Mort (Addison) Walker's zany group of animals with human traits. D&S.

MR. ABERNATHY—Whether counting his money or his girls, he is always good for a laugh. By Ralston Jones and Frank Ridgeway. D&S.

MOOSE MILLER—When it comes to work, he's always ready—to avoid it! By Bob Weber. D&S.

THE PHANTOM—Famed throughout the world, "the ghost who walks" brings intense reader loyalty. By Lee Falk and Sy Barry. D&S.

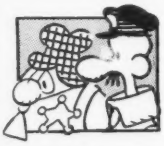
MICKEY MOUSE—Walt Disney's most famous character with an excellent TV tie-in. D&S.

NUBBIN—A delightful youngster and his daffy animal pals. By Jim Burnett and Henry Boltinoff. D.

PATTERN PARTY—Attract women to your comics supplement with this striking presentation of the latest fashions in color. S.

MANDRAKE THE MAGICIAN—The master of magic brews up occult adventures with his famous partner Lothar. By Lee Falk and Fred Fredericks. D&S.

INSIDE WOODY ALLEN—The same wit that has won Woody Allen stardom in movies, such as Annie Hall, and on TV, the theater, and books has been captured in the comics. By Joe Marthen. D&S.



SAM AND SILO—A great new strip from the most creative comics studio in the world. By Jerry Dumas and Mort Walker. D&S.

STEVE CANYON—Brilliantly written and drawn by Milton Caniff, the world's favorite adventure strip. D&S.

PRINCE VALIANT—Superb art and masterful storytelling keynote Hal Foster's renowned adventure classic. S.

PROFESSOR PHUMBLE—Bill Yates' absent-minded professor rises to new heights of hilarity. D.

QUINCY—A delightful black youngster from the inner city is the hero of Ted Shearer's warmly human and humorous strip. D.

REDEYE—All smoke signals spell laughter with Gordon Bess' original Western spoof. D&S.

RIP KIRBY—A suave gentleman detective in thrill-packed adventure stories. By John Prentice and Fred Dickenson. D.

SCAMP—A Walt Disney favorite, this cuddly canine is what puppy love is all about. D&S.

THE SMALL SOCIETY—Brickman deftly satirizes politics—and life in general. D&S.

SECRET AGENT CORRIGAN—The intrepid FBI agent is involved in suspenseful stories. By Al Williamson and Archie Goodwin. D.

POPEYE—The spinach-eating sailor is a household hero. By Bud Sagendorf. D&S.

TIGER—Simply the best kids strip around, with kids who really act like kids. By Bud Blake. D&S.

TIM TYLER'S LUCK—Two young men take on beasts and bad guys in Lyman Young's jungle stories. D.

TREASURY OF CLASSIC TALES—Walt Disney stories that appeal to readers of all ages. S.

Daily Panels and Sunday Color Pages

THE LOCKHORNS—Husband vs. Wife in a fun battle of the sexes. By Bill Hoest. D&S.

LAFF-A-DAY—Big-name cartoonists take turns providing laughs for this popular panel. D.

RIPLEY'S BELIEVE IT OR NOT!—The world-famed feature rich in fact and amazement D&S.

THE LITTLE WOMAN—Every married couple finds their own foibles laughingly portrayed in Don Tobin's popular feature. D&S.

HAZEL—Newspaper, TV, magazine popularity have made Ted Key's maid a national institution. D.

QUEENIE—A blonde bombshell every man would like to date and every woman would like to emulate. by Phil Interlandi. D.

my grandma...—She's everybody's favorite grandma. By Donna Sott. D.

LAUGH TIME—Bob Schroeter's irresistable panel provides rollicking good fun. D.

SOFT FOCUS—The little panel that is big in laughs. By Alf. D.

TODAY'S WORLD—Delightfully funny and very contemporary. By David Brown. D.

Special Christmas Feature

WALT DISNEY'S CHRISTMAS STRIPS—All-new Christmas adventure stories, featuring famous Disney characters.

PONYTAIL—She's the teenager's teen and a delight to all readers. By Lee Holley. D&S.

WORDPLAY—Words all dramatized vividly and humorously. Teachers use it for classroom discussions. D.

THEY'LL DO IT EVERY TIME—Hilarious and oh-so-true comments on human nature. By Bob Dunn and Al Scaduto. D&S.

TRUDY—She's the darling of the young married set. By Jerry Marcus. D&S.

YOU'RE GETTING CLOSER—A warm, delightful, fun way to improve parent-child relationships. By Patte Wheat and Dale Hale. D.

SERVICE and LIFESTYLE FEATURES

HINTS FROM HELOISE—It's loaded with new tips daily from America's most popular homemaker and her readers. D/S.

LIVING TODAY—Prize-winning Joan O'Sullivan provides six great service features every week on People, Food, Nutrition, Fashion and Decorating. 6/wk.

THE LEISURE CRAFTSMAN—Outstanding instructions and fascinating projects, with special emphasis on crafts for children. By Phyllis Fiarotta, author of many crafts books. Illustrated. 3/wk.

A NEW YOU—The beautiful people tell Emily Wilkens their diet, weight control and grooming secrets. Illustrated. 3/wk.

PLANTS IN THE HOME—The best feature available anywhere on the hobby that generates $6 billion in yearly sales. By Elvin McDonald, contributing editor of House Beautiful magazine. Illustrated. 1/wk.

MIRROR OF YOUR MIND—Contemporary and practical psychology in a narrative format. By John Conwell. Illustrated. 6/wk.

ASK DR. BROTHERS—Professional counsel by America's most noted psychologist, Dr. Joyce Brothers, with special "In The News" column. 7/wk.

INVESTORS' GUIDE—Novice and veteran investors alike value Sam Shulsky's clear, expert advice. 6/wk.

MIND YOUR MONEY—Peter Weaver keeps readers on top of consumer subjects in his national action line. 2/wk.

YOUR RETIREMENT DOLLAR—Sound advice on money matters for retirees and those planning retirement. By Peter Weaver. 1/wk.

THE PENNY-WISE TRAVELER—Fact-packed columns help readers save money and have fun on trips throughout the world. By Jane Morse. Illustrated. 1/wk.

REAL WORLD—A unique career guidance feature to make young adults and students permanent readers of your paper. By George Nobbe. 1/wk.

CB IN ACTION—The most authoritative citizens band column. By Dick Cowan, the expert's expert. 1/wk.

SPEAKING OF YOU HEALTH—Dr. Lester L. Coleman's widely read and respected column that provides up-to-date medical advice and commentary. 6/wk.

BETWEEN US—Sound advice on children and child rearing by Dr. Alice Ginott, distinguished psychologist, author and lecturer. Highly promotable. 1/wk.

B. JAY BECKER'S CONTRACT BRIDGE—The most popular bridge column in the world. By the famed record holder of Masters' Individual Championships. 7/wk.

©1977 King Features Syndicate, Inc.

Patterns

The most comprehensive pattern service in the world. Brilliant and practical designs of all kinds and unmatched fulfillment have made these the pattern services of choice for over 1,000 newspapers:

ALICE BROOKS NEEDLECRAFT DESIGNS. 7/wk.

ANNE ADAMS DRESS PATTERNS. Printed patterns. 7/wk.

LAURA WHEELER NEEDLECRAFT DESIGNS. 7/wk.

MARIAN MARTIN DRESS PATTERNS. Printed patterns. 7/wk.

LET'S SEW—For weekend supplements. 1/wk.

PATTERN PARTY—For weekend supplements. 1/wk.

PROMINENT DESIGNER PATTERNS. 1/wk.

YOUR HOME--BUILD AND IMPROVE—Noted architects John D. Bloodgood and Augustus Suglia provide imaginative plans for building and improving all types of homes. Illustrated. 1/wk.

HELEN BOTTEL—Perceptive, witty advice on sex, love and life for readers of all ages. By Helen and Sue Bottel. 6/wk.

NUTRITION COOKBOOK—Philomena Corradeno's column is the only feature that tells readers how to cook nutritious and delicious meals. Serviced as part of "Living Today." 1/wk.

SUPER HANDYMAN—This money-saving feature by Al Carrell shows readers how to make their own household and apartment repairs. Illustrated. 3/wk.

EDITORIAL COMMENTARY

NICHOLAS VON HOFFMAN—You can't pigeonhole Nick with his unpredictable comments on politics and government. A refreshing, provocative voice for any opinion page. 3/wk.

JIM BISHOP: REPORTER—One of the great masters offers practical perceptions with a storyteller's grace. 3/wk.

RONALD REAGAN—Readers get first-hand the thinking of one of America's most important political figures. 1/wk.

JOHN CHAMBERLAIN'S THESE DAYS—In-depth research and graceful writing from a distinguished columnist provide background and balance. 3/wk.

JOHN ROCHE'S A WORD EDGEWISE—The distinguished scholar and political analyst backgrounds readers on current affairs from a "social democratic" perspective. 2/wk.

PHYLLIS BATTELLE'S ASSIGNMENT AMERICA—A great reporter finds the human essence—and often the humor—of every story. 3/wk.

RANAN LURIE—Lurie is the pacesetter in joining unique artwork, political perception and humor. His cartoon service includes his famous caricatures and on-scene reportage. 6 to 8/wk.

ALFRED BUESCHER—He's a veteran cartoonist whose work has been admired around the world for years. 6/wk.

DOUG MARLETTE—Marlette is tops among the new breed of cartoonists. Refreshing political candor and distinctive art style. 3/wk.

KEVIN P. PHILLIPS—Premier analyst of American politics. Pungent and quotable. Includes weekend "Phillips on the Polls." 4/wk.

JOE KINGSBURY SMITH—Solid contacts with world leaders place this Pulitzer Prize winner in the vanguard of commentators. 1/wk.

MARIANNE MEANS' WASHINGTON—Top journalist interprets Washington politics with unrivaled clarity and her weekend "Washington Sideshow" keeps tabs on personalities. 3/wk.

JEFFREY HART—This respected author-professor leads the "new conservatives." His campus viewpoint often reflects what youth thinks. 3/wk.

ENTERTAINMENT FEATURES

THE GOSSIP COLUMN—Robin Adams Sloan chronicles the secrets of celebrities in films, TV, the stage and politics. 3/wk.

BERT BACHARACH'S NOW SEE HERE!—A newsy, people-oriented column by the well-known bon-vivant. 4/wk.

CROSSWORD PUZZLES—Daily and Sunday puzzles of all degrees of difficulty; 2-col daily puzzles and a 3-col Sunday puzzle. Cryptoquotes and Cryptoquips provided as bonuses. Also, 2 Spanish puzzles.

VOICE OF BROADWAY—Jack O'Brian knows the big news about the big names—and writes it masterfully. 6/wk.

DOROTHY MANNERS' HOLLYWOOD—First with the inside info on the movie and television stars. 6/wk.

ROLLING STONE®

From the staff of the most popular magazine in the world of music. Authoritative record reviews, gossip, and profiles of the stars. A natural for young readers. 3/wk.

FRANCES DRAKE'S YOUR INDIVIDUAL HOROSCOPE—Personal forecast for every day of the week. 7/wk.

JUNIOR WHIRL—A variety of brain twisters in an entertaining puzzle page for kids of all ages. 1/wk.

WISHING WELL—Great reader participation. The solution is a personal message based on the letters in your name. 7/wk.

TV KEY—Comprehensive service includes previews of day's top shows, star profiles, movie reviews and behind-the-camera stories. By Steven H. Scheuer. 7/wk.

TEL-AIRE—The complete TV magazine service. Builds circulation and ad revenue. 1/wk.

WORD SLEUTH—This fascinating find-the-word puzzle is the most popular feature of its kind. 6/wk.

SOAP OPERA SCENE—News on the programs and stars with the most faithful following. By Steven H. Scheuer. 1/wk.

TV TINDERBOX—The perfect feature service to dress up a TV page or section. By Buck Biggers. 1/wk.

SPORTS FEATURES

PLAY BETTER GOLF—WITH JACK NICKLAUS—The most promotable—and useful—golf feature. Strip or panel. 3/wk.

CURT GOWDY'S FISH AND GAME TIPS—A fishing and hunting feature for papers everywhere, by a famed outdoorsman. Strip or panel. 1/wk.

ALAN MAVER'S SPORTS CARTOONS—A veteran illustrator's superb art captures the big moments in sports. 3/wk.

MELVIN DURSLAG—This prize-winning sportswriter roams the world for on-the-spot and unmatched commentary on every sport. 5/wk.

STAN SMITH'S TENNIS CLASS—Easy-to-follow lessons in strip or panel format from world famous pro. 3/wk.

SPECIAL FEATURES

THE SUNDAY TIMES OF LONDON—Six to ten stories weekly. Plus rights to broad selection of features from one of the world's greatest newspapers. Photo illustrations.

KING PICTURE PAGE—Outstanding photo stories serviced camera ready. 2/wk.

PARADE OF BOOKS—Ralph Hollenbeck edits this highly regarded special package of reviews by top book critics. 1/wk.

INSIDE FOOTBALL REPORT '77—Exclusive service with complete coverage of pro football. Detailed scouting reports, odds, plus features. 1/wk.

READER SPECIALS—Four and six part series. Monthly.

THE ILLUSTRATED BIBLE—Ideal small-space religion feature. Bible passages are keyed to weekly church usage. Modern line illustrations in strip format. S.

King services text copy in all advanced formats, including OCR and computer-to-computer

For information on availability, terms and samples
Call toll free 800-223-7384 (In New York call collect 212-682-5600)

King Features Syndicate
235 East 45th Street, New York, N.Y. 10017

Printed in U.S.A.

Los Angeles Times Washington Post news service

MORE THAN 400 EDITORS SUBSCRIBE TO THE LOS ANGELES TIMES/WASHINGTON POST NEWS SERVICE. RECENTLY, THEIR READERS WERE THE FIRST TO LEARN:

Jordan's King Hussein had been secretly receiving millions of dollars from the CIA.

The mighty dams of the American West aren't so mighty after all.

The televised "U.S. Boxing Championships" reeked with irregularities.

A non-typist named Elizabeth Ray was being kept on the public payroll by the then-powerful Wayne Hays.

Scandal after scandal was evident in the construction of the Alaska oil pipeline.

A top contender for the FBI's directorship accepted favors from businessmen.

The Korean lobby had been systematically delivering cash to congressmen.

YOU, TOO, CAN HAVE THIS KIND OF EXCLUSIVE IMPACT IN YOUR COMMUNITY. CONTACT

Cal Thornton, Sales Director
Los Angeles Times/Washington Post
News Service
1150 15th Street, N.W.
Washington, D.C. 20071
(202) 223-6173

In 1902, NEA was a good idea. Good ideas grow.

Three-quarters of a century ago, when Newspaper Enterprise Association began, editors embraced this new concept of a news and feature service. They knew a good idea when they saw one.

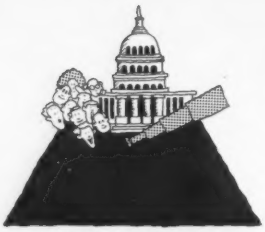
Today, NEA is more than a good idea. In the fiercely competitive arena in which newspapers now exist, NEA is essential to hundreds of newspapers in North America. It's essential because its focus is on the newspaper's competitive edge: lifestyle and family features; entertainment, recreation and sports; interpretive and investigative reportage, and humor in its universally accepted form, the comics.

NEA begins its second seventy-five years with these features and byliners:

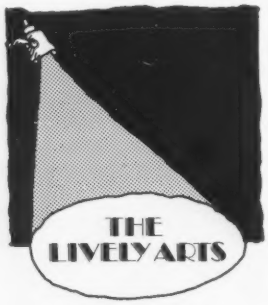
LIFESTYLE AND LIVING
NEW The People Page (2w), fascinating and original glimpses of interesting people and their lives; NEW "What's Up" (1w), capsule views of tastes, interests and attitudes; Health by Lawrence E. Lamb, M.D. (7w); "It's Possible!" by Rev. Robert Schuller (7w); "Growing Older" by Lou Cottin and Harold Blumenfeld (7w); "Astro-Graph" by Bernice Bede Osol (7w).

INTRODUCING:

INTRODUCING:
"Choices" by Dr. Karen Blaker (3w), a sensitive and intelligent column designed to help readers cope with the interpersonal problems of a complex society.



PEOPLE, POLITICS AND PERSPECTIVES
"Berry's World" by Jim Berry (7w); Tom Tiede (3w); NEW "In Washington" by Martha Angle and Robert Walters (6w); Commentary by Don Oakley, Kenneth Eskey and B. J. Cutler; NEW "In America," reporting from the heartland (1w); NEW "The West" by Murray Olderman (2w); Op-Ed opinion (1w); "Quote/Unquote" (1w), and the editorial cartoons of John Lane, "Scrawls" and Calvin Grondahl.



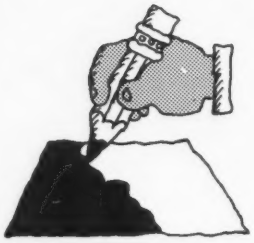
THE LIVELY ARTS
Dick Kleiner's "Showbeat" (3w) and "Ask Dick Kleiner" (2w); "Sounds," the contemporary music scene (1w); NEW "Critic-at-Large" (1w) and arts coverage (1w) by Norman Nadel; "About Books" (1w) and "What Americans Are Reading" book list (1w).

FOOD, FASHION AND FAMILY
Aileen Claire's "Food for Americans" (5w) and "Wine ...for Americans" (1w); Ellie Grossman and Charles Hix on fashions and lifestyles (2-3w); "Polly's Pointers" by Polly Cramer (5w), Gaynor Maddox on nutrition (1w); NEW "Fix-It" by Herb Alexander (1w), and the NEA pattern services.

FOR FUN

FOR FUN:
"Just Ask" Murray Olderman (1w); Bridge by Oswald and Jim Jacoby (6w); "CB Convac" by "Ink Dipper" (1w); "Barbs" by Phil Pastoret (5w); Major Hoople's Fearless Forecasts (during football season, 1w), and the daily crossword puzzles.

AND, OF COURSE, THE COMICS
"Alley Oop" by Dave Graue (dS); "The Born Loser" by Art Sansom (dS); "Bugs Bunny" by Ralph Heimdahl and Al Stoffel (dS); "Captain Easy" by Bill Crooks and Jim Lawrence (dS); "Eek & Meek" by Howie Schneider (dS); "Frank and Ernest" by Bob Thaves (dS); "Our Boarding House" by Les Carroll and Tom McCormick (dS); "Priscilla's Pop" by Al Vermeer (dS); "Short Ribs" by Frank Hill (dS); "Winthrop" by Dick Cavalli (dS); "Zoonies" by Craig Leggett (dS); "Funny Business" by Roger Bollen (d); "Side Glances" by Gill Fox (dS); "This Week in Astrology" by Bernice Bede Osol and Elmarine Hanratty (S); "Carnival" by Dick Turner (S); "Out Our Way" by Ed Sullivan (S), and "Polly's Pointers and Patterns" (S).



GRAPHICS
Good newspapers are paying closer attention to the "look" of the product in an effort to capture—and hold—the eye of the reader. That's why NEA provides line and halftone illustrations, charts, maps and other contemporary graphics. Graphics are the important "extra" which distinguishes the Daily Service.

THERE'S MORE

THERE'S MORE
News features, weather brighteners, shorts and column closers, The World Almanac Q&A, Food-in-Color, color preparedness material, holiday preparedness, Reader Service Books and series, and ...it's all available in all known modes of copy transmission.

NEWSPAPER ENTERPRISE ASSOCIATION

1902-1977
75 years of service to newspapers

NEA

230 Park Avenue
New York, N.Y. 10017
1200 West Third Street
Cleveland, Ohio 44113
(216) 621-7300

For Some Great New Comic Characters

CASEY

A lovable cop who plays straight man to an off-beat cast of characters. From the creative mind of Charles Rodrigues.

SHOE

A crafty and cunning bird who'll give you a daily chuckle with his antics as editor of the Treetops Tattler-Tribune. Starting Sept. 12 in more than 200 newspapers. By Pulitzer prize winner Jeff MacNelly.

MOTLEY

A slice of blue collar America with a regular guy who loves cold beer, ballgames and the Fourth of July. Motley's Crew hits home every day. By Ben Templeton and Tom Forman.

CRAWFORD

Coming this Fall. Crawford captures moments of childhood all adults remember. A delightful children's strip from the pen of Chuck Jones, 3-time Oscar-winning animator.

And Columns for Today's Lifestyles

1

1. LIZ SMITH is a gossip with a flip of wit. The jet set... the superstars . . . in entertainment, business and politics . . . are her cup of tea, or hemlock, as the case may be.

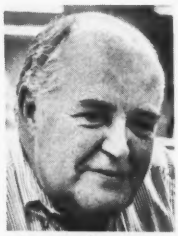
2

2. SUZY spotlights the beautiful people. She's always where the action is—here and abroad—uncovering, revealing, telling tales.

3

3. DR. DAVID BACHMAN advises sports activists about fitness, exercise and physical well-being in his weekly DR. JOCK column.

4-5. JACK GERMOND and **JULES WITCOVER,** veteran Washington reporters, give you a fresh look at what's going on in POLITICS TODAY.



4

5

6

6. G. TIMOTHY JOHNSON, M.D., in his daily HOUSE CALL tells readers what they want to know about health problems before they call their physician. It's a new column on how to keep well.

7. DEAR ABBY... when readers need a friend, they write to Dear Abby—at the rate of 500,000 letters a year! She's a problem solver, people helper.

8. JIMMY BRESLIN is bold and brassy . . . he tells it straight from the shoulder. If you like a guy who pulls no punches, try Jimmy.

9. PETE HAMILL is a versatile writer whose specialty is defending the rights of ordinary people to life, liberty and the pursuit of a break once in a while.

7

8

9

Turn to CTNYNS Chicago Tribune-New York News Syndicate, Inc.

Turn to CTNYNS

For Editorial Cartoonists Who Hit The Mark

WAYNE STAYSKAL
The Chicago Tribune

A leader among editorial page satirists. His distinctive cartoons show a biting wit. A truly funny and fearless talent. He wields a pen worth a thousand words.

JEFF MACNELLY
Richmond News-Leader

A super star who delivers a solid right punch five days a week. Pulitzer winner. Conservative. Wildly funny. You need his perceptive viewpoint on your editorial page.

BILL SCHORR
Kansas City Star

A bright young cartoonist who is just coming into his own. He has a sharp cutting edge in his views of today's events. Five days a week.

PLUS TOPPIX . . . A DAILY PANEL OF TOPICAL HUMOR
FROM America's leading magazine cartoonists.

For Comics with Proven Reader Appeal

DICK TRACY
by Chester Gould
America's No. 1 crimefighter

GIL THORP
by Jack Berrill
Teen-age sports; gripping action

ON STAGE
by Leonard Starr
Today's best soap opera

LITTLE ORPHAN ANNIE
by Harold Gray
A classic, a hit Broadway musical

LOLLY
by Pete Hanson
Everybody's favorite office secretary

MOON MULLINS
by Ferd and Tom Johnson
Raucous, rollicking humor

GASOLINE ALLEY
by Dick Moores
Readers' all-time favorite family

LI'L ABNER
by Al Capp
Topical satire by the master

DONDI
by Irwin Hasen
Warm adventure for all ages

WINNIE WINKLE
by Max Van Bibber and Henry Raduta
Fashionable, liberated breadwinner

RICK O'SHAY
by Alfredo Alcala and Marian Dern
Western action and humor

ANIMAL CRACKERS
by Roger Bollen
The bright strip young readers dig

BRENDA STARR
by Dale Messick
America's ace female newshound

BROOM HILDA
by Russell Myers
Our most popular wicked witch

CATFISH
by Roger Bollen and Gary Peterman
How the West was really won

PANELS

STILL LIFE
An editorial opinion by Jerry Robinson

THE TREADWELLS
Coping with daily life by Bob Bugg

FORTUNE KOOKIES
Daffy fortune telling by Charlie Glass

THOUGHTS OF MAN
Valuable ideas by Jim Ivey

CHING CHOW
Humor by Henri Arnold.

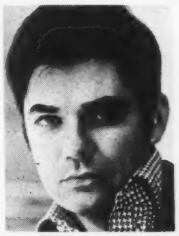
POT-SHOTS
The sardonic wit of Ashleigh Brilliant

MODULATIONS
For your CB radio buffs by Jim Shattuck

Turn to **CTNYNS** *for outstanding columnists*

DR. JEAN MAYER
with Dr. Johanna Dwyer; nutrition advice

ERICA WILSON
Creative tips on needlework



REX REED
The world of show business

OMAR SHARIF
The Goren bridge expert

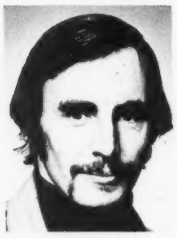
ELIOT JANEWAY
Today's foremost financial writer

DR. ROBERT MENDELSOHN
Common sense from the People's Doctor

RAY HOWARD
with Barbara Howard; money advice

LOU HARRIS
The country's top pollster

GERALD NACHMAN
Delightfully funny humor columnist



DR. MICHAEL FOX
Understanding how your pets behave

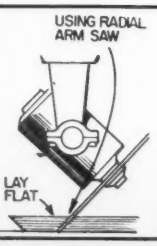
ELIZABETH POST
Etiquette advice for today's lifestyles

BESS MYERSON
Nationally known consumer advocate

BILLY GRAHAM
Super star to millions of young readers

DIANA MCLELLAN
The gossip behind "Ear on Washington"

DICK YOUNG
Biting comments on the sports scene



New!
Home Workshop File
Superbly illustrated do-it-yourself advice for all homeowners. by Larry Eisinger

PLUS . . . LOU KOHLMEIER on Washington affairs; **JACK HURST** on country music; **FRED KARPIN's** bridge lessons; **DR. SAUL KAPEL** on child guidance; **STAN CHESS** with his "Test Your Horse Sense" quiz; and **STOCK OF THE WEEK.**

Selections by experts on daily horse-racing

Daily Racing Form CONSENSUS

6 times a week

Turn to

CTNYNS

to get readers involved

THE NATIONAL CHALLENGE

Your readers are sure to get involved in doing these weekly word games—and reading the results is as much fun as entering the contest. More than 50 newspapers already publish THE NATIONAL CHALLENGE. You, too, can make this new feature the new "in" game in your market. Ask to see the next challenge. We think your readers will get hooked, too!

* * *

JUMBLE

The world's leading game for adults. More than 245 newspaper clients. By Henri Arnold and Bob Lee. Daily and Sunday.

* * *

JUNIOR JUMBLE

Children's version of the world's leading word game. Weekly.

* * *

WIZARD WORD

Find the words and solve the riddle. Challenging puzzle.

* * *

CROSSWORD
The Challenger

The Crossword Puzzle—as it was in the days of the Herald-Tribune—is still THE crossword puzzle for those who want a challenge. Daily and Sunday.

* * *

CROSSWORD
The Commuter

The all-new crossword puzzle can be worked by an average puzzle fan in less than 30 minutes. But it requires some real thinking to beat the clock. Daily.

Turn to the

KNT WIRE

the most useful supplemental wire service available

The KNT News Wire gives you short, bright stories—more than 1500 per month—for all sections of your newspaper. They are the kind of stories readers **read and use.**

Drawing from the resources of the Chicago Tribune, the New York Daily News and the 34 Knight-Ridder newspapers, KNT delivers the selected work of more than 2000 reporters, feature writers, columnists and editors.

From Washington you will get the columns and reports of **James Weighart,** chief of the New York Daily News Bureau; the reports of **Robert S. Boyd,** Pulitzer Prize winning chief of the Knight-Ridder Bureau, and the stories of 40 other correspondents.

You'll find the investigative reports of Pulitzer Prize winners **James Steele** and **Donald Barlett** of the Philadelphia Inquirer, and the prize-winning science and medicine stories of **Ronald Kotulak** of the Chicago Tribune and **Edward Edelson** of the New York Daily News.

On the TV beat you'll find Chicago's controversial **Gary Deeb,** New York's **Kay Gardella** and Philadelphia's **Lee Winfrey,** and keeping readers up on gossip are **Aaron Gold** of the Tribune and **Shirley Eder** of the Detroit Free Press.

In the foreign file, you'll find the reports of six overseas correspondents plus the Latin American coverage of three Miami Herald reporters.

On the business beat are **George Lazarus** on marketing, and **Jerome Cahill** reporting from Washington on the national economic scene.

For lifestyle sections, there are regular columns on gardening, photography, coins, stamps, CB radio, antiques and home design. You'll get three columns a week on sex advice from **Drs. Marguerite** and **Marshall Shearer** and three columns a week from **Darrell Sifford,** who talks with people about the things your readers like to talk about most. You'll find more than 75 regular columns and features.

KNT is a service editors **use** with stories readers **use.**

Available via our own wire for teleprinter, tape or computer systems or via AP DataFeature

In '77 - '78 turn to

CTNYNS

Chicago Tribune-New York News Syndicate, Inc.

220 East 42nd Street, New York, N.Y. 10017 212/949-3400

Robert S. Reed
President

Don Michel
Editor

52nd ANNUAL DIRECTORY OF SYNDICATES

A

Accuracy In Media, Inc. ..... AIM
777 14th St. N.W., Washington, D.C. 20005
Telephone: (202) 783-4406
Reed J. Irvine, Chmn. of Board
Murray Baron, President
John R. Van Evera, Exec. Sec.

Adams, Russell B. ..... ADA
6515 Sunset Blvd., Suite 202, Hollywood, Calif. 90028
Telephone: (213) 654-7575

Adler Associates Syndicated Features ..... ADL
P. O. Box 128, Saint John, N.B. Canada E2L 3X8
Telephone: (506) 657-8671
Joseph Adler, Managing Editor
Louise Adler, Feature Editor

ALA Press Service ..... ALA
Miramar 601, Suite 2A, San Juan, P.R. 00907
Telephone: (809) 723-9088
Arturo Villar, Editor
Carlos Montaner, Asst. Editor
L. Diaz Corral, Manager

Alexander's Local Cartoon Syndicate ..... ALX
Box 1233, N. Walnut St., Seneca, S.C. 29678
Telephone: (803) 882-9326
Jerry Alexander, Owner

Allied Feature Syndicate ..... AF
520 Citizens Bldg., 850 Euclid Ave., Cleveland, O. 44114
Telephone: (216) 781-5737
Jerome Langell, Editor/Mgr.

American Association of Retired Persons ..... ARP
1909 K Street, N.W. Wash., D.C. 20049
Telephone: (202) 872-4700
Harriet Miller, Exec. Director

American Way Features, The ..... AMW
100 River Road, Pigeon Forge, Tenn. 37863
Telephone: (615) 453-6111
Thomas J. Anderson, Pres.
Carol Porter, Vice Pres.
Mrs. T. J. Anderson, Secy.-Treas.

Amusement Features Syndicate ..... AMF
218 W. 47th St., New York, N.Y. 10036
Telephone: (212) JU 6-4358
Joseph A. Kaliff, Pres. & Gen. Mgr.
Marcia Michels, Feature Editor

Anderson Features, Pat. ..... AND
3798 Trophy Place, Lizella, Ga. 31052
Telephone: (912) 935-2440
Patrick M. Anderson, Owner

Arcadia Feature Syndicate ..... AR
P. O. Box 5263, Chicago, Ill. 60680
Telephone: (312) 276-0715
Mrs. Clarice Anders, Managing Editor

Arelem Productions ..... ARL
1219 South 6th St., Fargo, N.D. 58102
Telephone: (701) 293-3131
Ronald McCullough, President

Army Times Syndicate ..... ARM
475 School St. S.W., Washington, D.C. 20004
Telephone: (202) 554-7183
J. William Drach, Director

Arthur's ..... ARU
P. O. Box 9191, Marina Del Ray, Calif. 90291
Telephone: (213) 822-3351
M. C. Arthur, President

Artists and Writers Syndicate ..... ART
1339 Wisconsin Ave., N.W., Washington, D.C. 20007
Telephone: (202) 333-7646
Philip Stertz, President & Exec. Editor
Marjorie Stertz, Managing Editor

Ascher Syndicate, Sidney ..... ASC
214 Boston Ave., Mays Landing, N.J. 08330
Telephone: (609) 927-1842
Sidney Ascher, Pres.
Evelyn Ascher, Secy.-Treas.
Jon Blummer, Gen. Mgr.

Ask Aunt Madge ..... ASK
3757 Macbeth Drive, San Jose, Calif. 95127
Telephone: (408) 258-7125
Mrs. Mary Madge Saksena, Proprietor

The Associated Press-AP Newsfeatures ..... APN
50 Rockefeller Plaza, New York, N.Y. 10020
Telephone: (212) 262-4037
Dan Perkes, General Executive

Astro-Int'l News Syndication ..... AST
6866 Danvers Drive, Garden Grove, Calif. 92645
Telephone: (714) 893-0326
Marian Futterman, Author/Owner

Atlas World Press Review ..... AWP
230 Park Ave., New York, N.Y. 10017
Telephone: (212) 697-6162
Alfred Balk, Editor
Marion K. Sanders, Managing Editor

Auto News Syndicate ..... AU
P. O. Box 2085, Daytona Beach, Fla. 32015
Telephone: (904) 437-3877
Don O'Reilly, Editor
Howard O. Reilly, Chief Photographer

Automotive Features ..... AUT
814 E. Manor Circle, Milwaukee, Wis. 53217
Telephone: (414) 352-7359
Doyle K. Getter, Owner/Writer

Avalon Features Syndicate ..... AVA
6657 Avalon Avenue, Dallas, Texas 75214
Telephone: (214) 826-3724
Herc Ficklen, Manager
Mary Ficklen, Secy.

B

Baptist Press ..... BAP
460 James Robertson Pkwy., Nashville, Tenn. 37219
Telephone: (615) 244-2355
Wilmer C. Fields, Director
Robert J. L'Brien, News Editor
James Lee Young, Feature Editor

Baranik, Gary P. ..... BAR
1648 Tenth Ave., Brooklyn, N.Y. 11215

Barnes International Syndicate ..... BIS
17-89 166 St., Whitestone, N.Y. 11357
Telephone: (212) 352-7968
Jack Barnes, Editor
Charles R. Mott, Production Supver.
R. Bruckner, Column Assignment Editor

Basch Feature Syndicate, Buddy ..... BAS
771 West End Ave., New York, N.Y. 10025
Telephone: (212) 666-2300
Buddy Basch, Publisher
Frances Scott, Asst. to Publisher
Murri Barber, Reporter
Mike Flaster, Photographer

Bascom Syndicate, The ..... BA
62 Cobbetts Lane, Shelter Island, N.Y. 11964
Telephone: (516) 749-0111
Radford Bascome, Publisher
Rosemary Bascome, Editor

Basic Chess Features ..... BCF
24 Florence Ave., Freeport, N.Y. 11520
Telephone: (516) 546-9194; (212) JU6-3700
Shelby Lyman

Baughman Syndicate ..... BAU
1190 Yellowstone Road, Cleveland, O. 44121
Telephone: (216) 382-7192
Wm. C. Baughman, Owner/Mgr./Editor
Helen Scheffer, Assistant Editor

Beaudoin Syndicate ..... BEA
1112 S. Magnolia Drive, Tallahassee, Fla. 32301
Telephone: (904) 224-2364
Mike Beaudoin, President
Connie Beaudoin, Secy./Treas.

Belmont Associates ..... BEL
37 Oakley Rd., Belmont, Mass. 02178
Telephone: (617) 484-4179
G. L. Ludcke, Editor and Owner

Betancourt Advertising & Art ..... BET
7324 Convoy Court, San Diego, Calif. 92111
Telephone: (714) 565-2635
Harold A. Betancourt, Owner
Janet L. Caulk, Editor

Better Filler Service ..... BFS
35 Brewer Pkwy., South Burlington, Vt. 05401
Telephone: (802) 862-8386
M. H. Smith, Mgr.

Black Press Service, Inc. ..... BPS
166 Madison Ave., New York, N.Y. 10016
Telephone: (212) 686-6850
Jay Levy, President
Roy Thompson, Editor
Peter Knight, Sales Mgr.

Blackburn Syndicated Features ..... BSF
P. O. Box 387, Rye, Colo. 81069
Telephone: (303) 489-3892; 676-3313
Henry Blackburn, Pres.
Edean S. Blackburn, Secy./Treas.

Bomac Batten Ltd., (Syndicate Dept.) ..... BOM
240 Richmond St. West, Toronto, M5V 1W1, Ont.
Telephone: (415) 598-3071
Kenneth H. Burns, Manager, Newspaper Services Dept.
Canadian Sales Agent for King Features Syndicate

Borgstedt, Doug & Jean ..... BOR
P. O. Box 298, Paoli, Pa. 19301
Telephone: (215) 644-3211
Doug & Jean Borgstedt, Owners

Bouchard, Madam L. ..... BOU
487 Park Ave., New York, N.Y. 10019
Telephone: (212) PL3-1700
Mme. Lucille Bouchard, Pres.

Brace, Irvine A. ..... BRA
94 Oakley Blvd., Scarborough, Ont. M1P-3P7, Canada
Telephone: (416) 759-6325
I. A. Brace, Owner

Brickman Associates, Arthur ..... BRI
1944 NE 151st St., North Miami, Fla. 33162
Telephone: (305) 944-0179
Arthur Brickman, Editor/Publisher

Brooks Publishing Corp. ..... BRK
4701 Crescent Rd., Madison, Wis. 53711
Telephone: (608) 271-7436
D. J. Herda, Exec. Editor

Buresch, Joe E. ..... JEB
5922 Olive Ave., Sarasota, Fla. 33581
Telephone: (813) 922-8833
Joe E. Buresch, Owner

Ethel Burge Associates ..... BUR
5 East 103 Carriage Way, Hazelcrest, Ill. 60429
Telephone: (312) 957-0097
Ethel Burge, Director

Barbara Burtoff ..... BRT
2 Hawthorne Place, Box 10A, Boston, Mass. 02114
Telephone: (617) 277-3158
Barbara Burtoff, Editor

C

Canada Wide Feature Service Limited ..... CWF
231 rue St. Jacques, Montreal, Quebec, H2Y 1M6
Telephone: (514) 282-2441
W. A. Goodson, President
Carol Tuck, Administrative Mgr.
Steven Pigeon, Sales Mgr., The Image Bank of Canada Division

Capitol News Service ..... CAP
301 Capitol Mall (Suite 300), Sacramento 95814
Telephone: (916) 445-6336
Fred W. Kline, Exec. Editor
Verna M. Kline, Mng. Editor

Editor & Publisher
52nd Annual
Syndicate
Directory

A pull-out section from the July 30, 1977 issue of Editor & Publisher

Robert U. Brown, Publisher and Editor
Gertrude A. Senk, Directory Editor
Ferdinand C. Teubner, General Manager
Donald L. Parvin, Advertising Manager

Published by the Editor & Publisher Co., Inc. 850 Third Avenue New York, N.Y. 10022

INDEX TO THIS SECTION

Syndicates—Names, addresses, telephone numbers, executives and editors 11S
Table of codes, symbols, abbreviations ..... 26S & 28S
Index to Advertisers 80S
Authors and artists 49S
Title of by-lined features 32S
Classification on subject matter .. 56S

Titles patented and registered, and contents copyrighted © 1977 by Editor & Publisher Co., Inc., 850 Third Ave., New York, N.Y. 10022.

DIRECTORY OF SYNDICATES

Carlinsky, Dan. ..... CAR
301 E. 78th St., New York, N.Y. 10021
Telephone: (212) 861-2526
Dan Carlinsky, Director

Carlson Newspaper Syndicate, Harriett ..... HC
1943 Lake Ave., Wilmette, Ill. 60091
Telephone: (312) 251-2653
Harriett Carlson, Editor-Owner

Chapman, Gerard ..... CHA
Box 15—Main St., Mill River, Mass. 02144
Telephone: (413) 228-7708
Gerard Chapman, Owner

Chesstours ..... CHE
P. O. Box 1182, Reno, Nev. 89504
Telephone: (702) 786-3178
Larry Evans, President
I. C. Hamann, Manager

Chicago Daily News/Sun Times/Newhouse News Service
See Field Newspaper Syndicate

Chicago Tribune-New York News Syndicate Inc. ..... CTN
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-1234
Robert S. Reed, President
Don Michel, Editor
Lynne A. McTaggart, Managing Editor

Christian Science Monitor News and Photo Service
See Register and Tribune Syndicate

Chronicle Features ..... CHR
870 Market St., San Francisco, Calif. 94102
Telephone: (415) 777-7212
Stanleigh Arnold, General Mgr.
Stuart Dodds, Sales Mgr.

Cineman Syndicate ..... CIN
7 Charles Court, Middletown, N.Y. 10940
Telephone: (914) 692-4572
Jay A. Brown, Editor
Don Casciato, Associate Editor

Nonnee Coan ..... COA
2828 Bammel Lane, Houston, Texas 77098
Telephone: (713) 521-0722

Cole Associates ..... COE
28 East 22nd St., New York, N.Y. 10010
Telephone: (212) 254-6370
Marvin Grossman, Pres.

Columbia Features, Inc. ..... CF
36 W. 44th St., New York, N.Y. 10036
Telephone: (212) 687-3655
Joseph M. Boychuk, President & Editor
Helen Staunton, Assoc. Ed.
Chris Riley, Gen. Mgr.
William K. Swan, Sales Mgr.

Comedy Center, Inc., The ..... COC
700 Orange St., Wilmington, Del. 19801
Telephone: (302) 656-2209
Lamond Copeland, Jr., Publisher
Robert Orben, Editor

Common Cents ..... CEN
172 Madison Ave., New York, N.Y. 10016
Telephone: (212) 889-1527
Howard Cohen, Publisher

Community Club Awards, Inc. ..... CCA
P.O. Box 151, Westport, Conn. 06880
Telephone: (203) 226-3377
John C. Gilmore, Pres.
Bess Gilmore, V.P.-Treas.
Phil Peterson, Natl. Sls. Mgr.

Community and Suburban Press Service ..... CSP
100 East Main St., Frankfort, Ky. 40601
Telephone: (502) 223-1621
Farnham F. Dudgeon, Editor & Publisher
Mike Bennett, Managing Editor

Congressional Quarterly, Inc. ..... CQ
1414—22nd St., N.W. Washington, D.C. 20037
Telephone: (202) 296-6800
Paul P. Massa, Gen. Mgr.
Wayne Kelley, Exec. Editor
Robert C. Hur, Sls. Mgr.

Consumer News Inc. ..... CNI
813 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 737-1190
Arthur E. Rowse, President

Copley News Service ..... CNS
350 Camino DeLaReina (P.O. Box 190),
San Diego, Calif. 92112
Telephone: (714) 299-3131
Helen K. Copley, Chmn. of Board
Charles Ohl, Editor/Gen. Mgr.
John Moon, Business Mgr.

Corbett Syndicate, Mary Ellen ..... COS
46 Colrain Street, Greenfield, Mass. 01301
Mary Ellen Corbett, Owner

Cowpokes ..... COW
P.O. Box 868, Kerrville, Tex. 78028
Telephone: (512) 257-7448
Ace Reid, Owner

Cronin Feature Syndicating ..... CFS
P.O. Box 34-1641, Coral Gables Fla. 33134
Telephone: (305) 371-0544
Henry Cronin, President
Sylvia Cronin, Treasurer

Crown Syndicate, Inc. ..... CRO
5 Crown Road, Weatherford, Tex. 76086
Telephone: (817) 594-5125
L. M. Boyd, Pres.
Patricia Boyd, V.P.

Crump Media Syndicate ..... CRU
0-4481 Leonard, N.W. Rt. 1, Coopersville, Mich. 49404
Telephone: (616) 677-3158
Joseph G. Crump, Owner/Editor

D

Daily News Record—See Fairchild Syndication Service

Dany News Service ..... DAN
22 Lesley Dr., Syosset, N.Y. 11791
Telephone: (516) 681-4161 or 921-4611
David Nydick, President

Darnell Sports Features ..... DAR
2745 Ketchum Rd., #5, Memphis, Tenn. 38114
Telephone: (901) 743-0497
Darnell Gary, Author

Dear Publication & Radio Inc. ..... DPR
1053 National Press Bldg., Washington, D.C. 20045
Telephone: (202) 393-0979
David R. Dear, Pres.
Cyrene B. Dear, Vice Pres.
Walter M. Dear, Treas.
Ralph C. Dear, Secy.

Detjen Philatelic News Service ..... DET
Salt Point Turnpike (Box 150), Clinton Corners, N.Y. 12514
Telephone: (914) 266-3150 or 452-7220
Gustav Detjen, Jr., Editor
Marion L. Detjen, Secretary
Ruth A. Northrup, Asst. Editor

Diamond, Nina S. ..... DIA
2820 E. Brigstock Rd., Midlothian, Va. 23113
Nina S. Diamond, Owner

Dickinson Newspaper Service, Inc. ..... DIC
271 Madison Ave., New York, N.Y. 10016
Telephone: (212) 532-0170
Harry Dickinson, President
Frances M. Knox, Treasurer-Editor

Didato Associates ..... DID
280 Madison Ave., New York, N.Y. 10016
Telephone: (212) 725-9224
S. V. Didato, Ph.D., Principal
Paul Hamway, Ph.D., Assoc. Editor

Dispatch News Service ..... DIS
156 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 682-6770
John J. Westley, Editor & Manager
Frank G. Murphy, News Editor

Doubleday Syndicate ..... DDS
245 Park Ave., New York, N.Y. 10017
Telephone: (212) 953-4451
Carlos J. Sandoval, Manager

Down To Earth ..... DTE
P.O. Box 66, Needham, Mass. 02192
Telephone: (617) 444-1913
Walter Masson, Owner

Drogin Columns, Marc ..... DRO
74 Court St., Exeter, N.H. 03833
Telephone: (603) 772-3221
Marc Drogin, Author

Dunkel Sports Research Service ..... DSR
94 Ormond Parkway, Box 2167 Ormond Beach, Fla. 32074
Telephone: (904) 677-6100
Dick Dunkel, Owner

E

Editorial Consultant Service ..... ECS
P.O. Box 120, Babylon, N.Y. 11702
Telephone: (516) 587-8513
Arthur A. Ingoglia, Director
John Sylvester, Ed. Dir.
Harry Stearn, Treasurer

Editor Enterprises Syndicate ..... EES
25 Sutton Place South, Suite 19-D, New York, N.Y. 10022
Telephone: (212) 753-1862
R. M. Welti, Manager
Rosellen Callahan, Editor

Editorial Research Reports ..... EDR
1414 22nd St., N.W., Washington, D.C. 20037
Hoyt Gimlin, Editor

Editor's Copy Syndicate ..... EDC
Box 532, Orangeburg, S.C. 29115
Telephone: (803) 534-1110
Edward H. Sims, Publisher
Bente Sims, Asso. Pub.
Lillian R. Hughes, Business Mgr.

Editor Press Service, Inc. ..... EDP
60 East 42 St., New York, N.Y. 10017
Telephone: (212) 682-2888
John F. Klem, Pres.-Gen. Mgr.
Joseph Parachini, Vice Pres.
Pascual Briones, Secretary

Editors Release Service ..... ERS
P.O. Box 10686 (3610-38th Ave. So.) St. Petersburg, Fla. 33711
Telephone: (813) 866-2181
P. P. Willie, Editor
Wm. A. Leavell, Publisher

Edman Co., The ..... EDM
390 Woodstock Ave., Putnam, Conn. 06260
Telephone: (203) 928-3500
Louis E. Edman, Owner

English, S. & P. ..... ENG
129 S. Irving, Tucson, Ariz. 85711
Telephone: (602) 793-2857
S. Pritchard English, Partner
Sandal English, Partner

Enterprise Features ..... EF
Editorial Hq.: 230 Park Ave., New York, N.Y. 10017
Telephone: (212) 661-6600
Business Office: 1200 W. Third St., Cleveland, O. 44113
Telephone: (216) 621-7300
Robert Roy Metz, Pres/Editor (New York)
Richard W. Johnson, V.P./Dir. of Sales (Cleveland)
Robert J. Cochnar, V.P./Editorial Director (New York)

Enterprise Science News ..... ESN
Editorial Hdq.: 230 Park Ave., New York, N.Y. 10017
Telephone: (212) 661-6600
Business Office: 1200 W. Third St., Cleveland, O. 44113
Telephone: (216) 621-7300
Robert Roy Metz, Pres./Editor (New York)
Richard W. Johnson, V.P./Dir. of Sales (Cleveland)
David Hendin, Editor (New York)

Eridani Foundation ..... ERI
P.O. Box 757, Captain Cook, Hawaii 96704
Telephone: (808) 328-2230
Ingrid Naiman, Trustee
Dr. N. D. Tucker, Trustee
Toshio Serizawa, Trustee

Exclusive Press Syndicate ..... EPS
108 East 66 St., New York, N.Y. 10021
Telephone: (212) YU 8-5190
Dina Dellale, Managing Editor
Ida Fried, Associate Editor

F

Fairchild Syndication Service ..... FA
7 East 12th St., New York, N.Y. 10003
Telephone: (212) 741-4315
Katherine Mountain, Director

Family Features ..... FAM
7502 W. 80 St. (P.O. Box 8398), Overland Park, Kansas 66208
Telephone: (913) 649-9250
George E. Selders, Vice-Pres.

Fashion 'n Figure ..... FAS
P.O. Box 255, Bath O. 44210
Telephone: (216) 659-6231
Paige Palmer, President
Sue Lauer, Ass't. to Pres.

Feature News Service ..... FEA
2330 S. Brentwood Blvd., St. Louis, Mo. 63144
Telephone: (314) 961-9826
George G. White, Sr., Associate Editor
Leroy Blitz, Associate Editor
Cozen P. Bantling, V.P.-Gen. Mgr.

Field Newspaper Syndicate ..... FNS
401 North Wabash Ave., Chicago, Ill. 60611
Telephone: (312) 321-2796
John G. Trezevant, Chmn. of Bd.
Richard Sherry, President
Donald S. Lane, Vice Pres./Gen. Sls. Mgr.
Steven Jehorek, Gen. Mgr.
Christian Chenoweth, Exec. Editor

Flagler & Nelson, Inc. ..... FNI
1640 Statler Hilton, Niagara Sq., Buffalo, N.Y. 14202
Telephone: (716) 852-0925
Paul R. Nelson, Pres.
James B. Nelson, Author

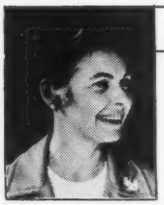
Four Star Features ..... FSF
P.O. Box 8643, Philadelphia, Pa. 19101
Telephone: (215) 338-0325
John Prinkey, Gen'l Mgr.
Rosemary Drahuschak, Asst. Gen'l Mgr.

Frye Syndicate ..... FRY
2 Tudor City Place, New York, N.Y. 10017
Telephone: (212) 421-0319
William R. Frye, President/Editor

Fuller Enterprises ..... FUL
1737 York Avenue (4N), New York, N.Y. 10028
Telephone: (212) 737-3082
Harold F. Fuller, Pres.
Nancy Lang, Secy./Treas.

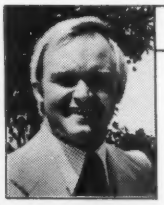
1 DEAR CONSUMER

By Virginia Knauer, America's "First Lady of Consumer Affairs." This is a straight talking, right to the point column which lets the consumer know just what must be done to lower prices and save money. One column per week in either scanner- or camera-ready form.



2 PHYLLIS SCHLAFLY

Hard hitting, nationally known conservative writer who isn't afraid to take a stand on the social and political issues of the day. Two columns per week, scanner-ready.



3 COAST TO COAST

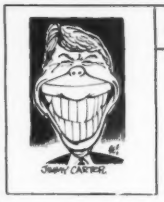
By Dick Maurice. Find out ALL about your favorite TV, film and stage stars. This is a gossip column filled with solid, revealing facts, not hot air and innuendo. Includes a monthly bonus column, CELEBRITIES ON THE COUCH. One column per week, scanner-ready. Photos with all columns.

4 TWEEN 12 AND 20

By Dr. Robert Wallace Jr., a top educator, coach and school administrator who knows and relates to teen-agers. Solid, meaty and meaningful columns, nothing flip or casual. Watch the mail roll in! Six camera-ready columns per week.

5 OF COURSE, A HORSE

By Don Blazer. Practical, down-to-earth advice on horse care and training, spiced with horse laughs and equine lore. One column per week, scanner-ready.



6 BOB ENGLEHART

The ultimate editorial cartoonist. Funny, irreverent, scathing and always on target. He'll take on all comers in the center of your editorial page. Five cartoons per week in 3- and 4-column widths.

7 MARSH MELLOWS

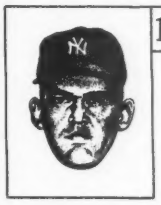
By Len Borozinski. Funky, funny happenings down in the marsh with a cast of hilarious characters. A comic strip of unique humor which will swamp your readers with laughter. Six comic strips per week.

8 ALEX IN WONDERLAND

By Bob Cordray, creator of the comic strip Smidgens. A comic strip for people who like to laugh. Lighthearted and warm, it's guaranteed to brighten any page. Six comic strips per week.

9 SPORTS TRIVIA

By Bob Alexander. The best of the sports quizzes. Cleverly drawn and challenging to even the most knowledgeable sports fans. Put your readers to the test with this all-star feature. Three 2-column panels per week.



10 WHERE ARE YOU NOW ...

Chuck Beebe and Dick Brumley have created the perfect feature for sports fans of all ages. Find out what's happened to your favorite sports heroes of the past in this fascinating 1-column wide, illustrated feature. Three panels per week.

A FULL MAIL SERVICE

Perfect for any size daily newspaper. More than 100 articles and features, plus 16 editorials and 16 editorial cartoons each week in four scanner-ready packages. Available in Courier 12 typeface.

B WEEKLY OFF-SET PACKAGE

Ideal for weeklies and small dailies. Three camera-ready packages: Weekly Features, News & Commentary and Today's World. More than 70 stories and features every week, plus editorials and editorial cartoons.

CHECK OUT THE NUMBERS (ANY OR ALL) FOR MORE INFORMATION.

1 2 3 4 5 6 7 8 9 10

A B

Send info. checked to:

Name _____ Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

MAIL TO:
John Moon or Ron Wells
Copley News Service
P.O. Box 190
San Diego, CA 92112
(714) 299-3131

CHECK US OUT!

We've got the syndicated features and packaged services your newspaper needs to keep ahead of competitors and stay up with the latest trends. No binding, long-term contracts involved.

Copley News Service

Serving the needs of newspapers

G

Gannett News Service ..... GNS
55 Exchange St., Rochester, N.Y. 14614
Telephone: (716) 232-7100
John C. Quinn, Director
1281 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 393-3460
John J. Curley, Gen. Mgr. & Bureau Chief

Garrett Enterprises, Inc. ..... GAR
1560 Broadway, New York, N.Y. 10036
Telephone: (212) 575-1000
Richard G. Miller

Gates Features, Inc. ..... GF
35-63 88th St., Jackson Heights, N.Y. 11372
Telephone: (212) IL 7-9689
Helen Gates, Pres.

Geiser Productions, Ltd. ..... GPL
7 The Corner/Grange Rd., London, W5 3PQ, England
Telephone: 01-579-4653
N. Geiser, Director
S. Du Broff, Director

Gelman Feature Syndicate, The ..... GEL
826 East 14th St., Brooklyn, N.Y. 11230
Telephone: (212) 434-6050
Bernard Gelman, Owner & Editor

Ginsburg, Theodore M. ..... GIN
1209 W. Wynnewood Rd., #102 Wynnewood, Pa. 19096
Telephone: (215) 649-5361
Theodore M. Ginsberg, Owner

Glasserfield Directory ..... GLA
241 Dahill Rd., Brooklyn., N.Y. 11218
Telephone: (212) 436-0666
Selma Glasser, Editor

Globe Syndicate ..... GLS
P.O. Box 197, Spring Lake, N.J. 07762
Telephone: (201) 449-7127
Monte F. Bourjaily, Editor/Pres.
Norma S. Bourjaily, Asso. Editor/Vice Pres.

Golden Gate Features ..... GG
Box 245, Kemfield, Calif. 94904
Telephone: (415) 461-5396
Stanleigh Arnold, President
Jane D. Arnold, Manager

Goodman, Jr., Henry Gaines ..... GOJ
107 W. Avondale Dr., Greenville, S.C. 29609
Telephone: (803) 235-0161
Henry Gaines Goodman Jr., Owner

Goodwin & Associates, Dave ..... GWN
P.O. Box 54-6661, Surfside, Fla. 33154
Telephone: (305) 531-0071
Dave Goodwin, Owner

Goring Syndicate ..... GOR
59 Barber St., Torrington, Conn. 06790
Telephone: (203) 489-0267
Al Goring, Owner

Graham Associates, David ..... GRA
104 Washington St. P.O. Box 140 Decorah, Iowa, 52101
Telephone: (319) 382-2831
David D. Graham, Owner

Graphic News Bureau ..... GNB
P.O. Box 38, New York, N.Y. 10010
Tel: (212) MU 8-6380; Cable NOLNOEL, NY
J. G. Bumberg, Director
P. T. Schiffman, Secy-Treas.

Green Syndicate, The Arthur S. ..... GRE
485 S. Robertson Blvd., Beverly Hills, Calif. 90211
Telephone: (213) 274-1283
Arthur S. Green, Director

Green Thumb, The ..... TGT
Engleside Rd., Naples, N.Y. 14512
Telephone: (315) 374-5400
George Abraham, Editor
Katherine Abraham, Asso. Editor

Bill Griffith-Reporter ..... GRF
507 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 697-5895
William Griffith, Reporter

J. Griswold ..... GRI
914-2nd Ave., Seattle, Wash. 98104
Telephone: (206) 623-3652
J. Griswold, Owner

GSM News Service/Garden State Media Inc. ..... GSM
P.O. Box 104, Oradell, N.J. 07649
Telephone: (201) 385-2000
Robert Nesoff, President
Sandra Nesoff, Vice, President
R. Edward Morrow, V.P./Marketing

H

Hampshire Group, The ..... THG
607 South Benson Road, Fairfield, Conn. 06430
Telephone: (203) 259-6438
Robert A. Cutter, Man. Dir.

Bob Harmon Football Forecast, The ..... HFF
Box 501, Middletown, N.Y. 10940
Telephone: (914) 343-1121
Robert S. Harmon, Pres. & Pub.

Harper Communications ..... HAC
2017 Marker Ave., Dayton, O. 45414
Telephone: (513) 274-2793
Rita Harper, Editor/Owner
Michael R. Harper, Business Mgr.

Harris & Associates Publishing Division ..... HAA
247 So. 800 East, Logan, Utah, 84321
Telephone: (801) 753-3587
Dick Harris, Owner

Harvard Features Syndicate ..... HAR
21 B Hews St., Cambridge, Mass. 02139
Telephone: (617) 491-2637
Ben Corey, Pres.
Ted deMartin, Gen. Mgr.
John Pauplis, Art Director

Helle Features, Ray ..... HEL
P.O. Box 10399, St. Petersburg, Fla. 33733
Telephone: (813) 866-6625
Ray Helle, Owner

Hempstone Syndicate, The ..... HEM
7611 Fairfax Rd., Bethesda, Md. 20014
Telephone: (301) 657-2918
Smith Hempstone, President
K. F. Hempstone, Vice President
K. H. Hempstone, Secretary

Henrikson Illinois Cartoon Service ..... HEN
27 N. Meyer Court, Des Plaines, Ill. 60016
Telephone: (312) 296-1309
Arthur A. Henrikson, Owner

Hi-C Enterprises ..... HIC
65 Village Trail, Honeoye Falls, N.Y. 14472
Telephone: (716) 624-4215
H. Everset "Hi" Clements, Owner

Hollywood Inside Syndicate ..... HIS
P.O. Box 49957, Los Angeles, Calif. 90049
Telephone: (213) 826-9602
John Austin, Director

Hollywood Pit Stop ..... HOP
4705 Whitsett Ave., No. Hollywood, Calif. 91604
Telephone: (213) 985-4994 or 876-2100
Anthony Cardoza, President

Hollywood Reporter Syndicate ..... HRS
6715 Sunset Blvd., Hollywood, Calif. 90028
Telephone: (213) 464-7411
Tichi Wilkerson Miles, Publisher/Editor-in-Chief

Home Furnishing's Daily—See Fairchild Syndication Service

Home-O-Graph Co. ..... HOM
25600 Telegraph Rd., Southfield, Mich. 48075
Telephone: (313) 353-4708
Carl E. Gaiser, President
Joyce Nehls, Secy.-Treas.

Home Town Flavor ..... HTF
1504 So. Marengo, Pasadena, Calif. 91106
Telephone: (213) 799-0467
Kerwin Hoover, Editor/Manager

Homing In ..... HI
P.O. Box 26622, San Francisco, Calif. 94126

Hopkins Syndicate, Inc., The ..... HPS
Hopkins Bldg., Mellott, Ind. 47958
Telephone: (317) 295-2253
Franklin H. Kromm, Jr., Gen. Mgr.
C. E. Miller, Sales Mgr.
M. C. Kromm, Educational Editor

Howard Global Syndicate ..... HOW
Suite 36A-250 E. Hartsdale Ave., Hartsdale, N.Y. 10530
Telephone: (914) 6r2-2795
Mrs. Trudy Howard, Gen. Mgr./Editor

Huglin, Henry ..... HUG
1427 Greenworth Place, Santa Barbara, Calif. 93108
Telephone: (805) 969-1341
Henry Huglin, Owner

I

Indelible Ink Works ..... IND
340 Orange Road, Montclair, N.J. 07042
Telephone: 746-5540
Bruce Jorgenson, Owner/Editor
Deb Emil, Managing Editor

Inter-Continental Press Syndicate ..... ICP
111 North Isabel Street/P.O. Box 991, Glendale, Calif. 91209
Telephone: (213) 241-4141
Virgil Pinkley, Chief Exec. Officer, Chmn. of The Board
Bert Stolpe, President
Lou Stratton, Marketing Dir.
Lynne Magnuson, Exec. Editor

Interlude Productions ..... INP
P.O. Box 40, Maplewood, N.J. 07040
Telephone: (201) 763-6392
Alan Caruba, Mgr./Editor
Rebecca Caruba, Secy.
Robert Caruba, Sr., Treas.

Intermedia News and Feature Service ..... IMN
229 Seventh Ave., New York, N.Y. 10011
Telephone: (212) 255-5355
Charles B. Yulish, Editor & Publisher
Stephen B. Ross, Managing Editor

International Features ..... INF
6254 Seadrift Cove, Malibu, Calif., 90265
Telephone: (213) 457-2996
Colin Dangaard, Director/Owner

International Religious News Service ..... INR
1111 Elizabeth St., Pasadena, Calif. 91104
Telephone: (213) 798-1856
Dorothy L. Yoder, Managing Editor

International Writers Service ..... INW
1785 Massachusetts Ave. N.W., Wash. D.C. 20036
Telephone: (202) 483-4554
Stanley Kamow, Editor

Interocean Press Syndicate ..... INO
4905 University Station, Tucson, Ariz. 85717
Telephone: (602) 622-1858
Care Riblet, Jr., Dir.
Timothy Shepard, Mgr.

Interpress of London & New York ..... ITP
400 Madison Ave., New York, N.Y. 10017
Telephone: (212) 832-2839
Jeffrey Blyth, Editor/President
Ira Block, Photo Editor

J

Jandon Features ..... JAN
Box 127, Omaha, Neb. 68101
Telephone: (712) 527-3503
Don Riggenbach, Mgr.

JDL Features ..... JDL
399 N.W. 10 Court, Boca Raton, Fla. 33432
Telephone: (305) 391-0376
Jim Lynch, Editor
Debbie Lynch, Man. Editor

Jewish Telegraphic Agency, Inc. ..... JTA
165 W. 46th St., New York, N.Y. 10036
Telephone: (212) 575-9370
John Kayston, Exec. Vice Pres.
Murray Zuckoff, Editor

Journal Press Syndicate ..... JPS
250 Park Ave., New York, N.Y. 10017
Telephone: (212) 0X7-9696
Donald Finck, Director
Eugene R. Smith, Editor
John Lynker, Managing Editor

Just Us ..... JUS
P.O. Box 595, Allentown, Pa. 18105
Telephone: (215) 264-7594
Carole J. Frew, Partner
Louise Logan, Partner

K

Karch, R. Randolph ..... KAR
1654 Patricia Ave., Dunedin, Fla. 33528
Telephone: (813) 733-9557
R. Randolph Karch, Owner

Keister Advertising Service ..... KEA
112 King St., Strasburg, Va. 22657
Telephone: (703) 465-4761
G. Walton Lindsay, President

Mark Allen Kellner ..... KEL
P.O. Box 131, Rego Park, N.Y. 11374
Telephone: (212) 896-4365; 830-0333

Kids' Corner (Formerly Country Features) ..... KID
Box 275, Pequot Lakes, Mn. 56472
Telephone: (218) 568-4255
Claire Nagel, Pres.

King Features Syndicate ..... KFS
235 E. 45th St., New York, N.Y. 10017
Telephone: (212) 682-5600
Joseph F. D'Angelo, President
Benson M. Srere, V.P./Gen. Mgr.
Allan Priaulx, Exec. Ed.
Charles M. Finette, Asst. Sls. Dir. & Mgr., Reader Services
Richard E. Fales, Asst. Sls. Dir.
Harold Schneider, Sls. Dir., International
William Bang, Asst. to Gen. Mgr.
Michael Volk, Prod. & Shipping Supervisor
Lester Byck, Promotion Mgr.

Kisses, Inc. ..... KIS
15240 N.W. 60th Ave., Miami Lakes, Fla. 33014
Telephone: (305) 558-1810
Vivian Greene, Pres.

Kitchen Sampler ..... KSS
8905 Camfield Drive, Alexandria, Va. 22308
Telephone: (703) 360-5062
Jane Mengenhauser, Owner/Author

WE'LL SPOT THE TRENDS—YOU BREAK THE NEWS!

With the Women's Wear Daily Plus W News and Photo Service...

you get high quality fashion, beauty and lifestyle news, candid photographs and sketches, all from WWD and W. Take advantage of our 28 news bureaus around the world plus our staff of reporters, editors, artists and photographers. Attract the readers who want the latest news in fashion, beauty, people, places and entertainment—the readers who lure retail advertising dollars. Use the service specifically designed to meet your newspaper's needs while staying within your newspaper's budget.

These services are available for you:

- The right to reprint the entire editorial content of WWD and W.
- The weekly black-and-white photo package, filled with high-interest level, people-oriented news and features, including these columns from WWD and W:
  "Eye" • "They Told W" • "Arts & People"
- The W transparency package, available every other week.
- "From Where I Sit," Samuel Feinberg's thrice-weekly column, investigates what makes people tick in both their professional and private lives.

Build Readership by Breaking the Trendsetting News.

For more information, call Katherine Mountain, Fairchild Syndication Service at (212) 741-4315.

Fairchild Syndication Service—a division of

CAPITAL CITIES COMMUNICATIONS, INC.

DIRECTORY OF SYNDICATES

Knight News Wire ..... KNT
1195 National Press Bldg., Washington, D.C. 20004
Telephone: (202) 637-3642
Dean Schoelkopf, Editor

Knowledge News & Feature Syndicate ..... KNF
P.O. Box 100, Kenilworth, Ill. 60043
Telephone: (312) 256-0059
Dr. Whitt N. Schultz, Owner/Exec. Editor

L

Lavin, Patricia ..... LAV
161 East Erie St., Chicago, Ill. 60611
Telephone: (312) 642-6322
Patricia Lavin, Author

Law Education Institute ..... LAW
50 N. Terrace Pl., Valley Stream, N.Y. 11580
Telephone: (516) 561-1483
Diane Ross, Owner & Editor
Martin J. Ross, Director
Jeffrey S. Ross, Asst. Director

LeFan Features ..... LEF
1802 South 13 St., Temple, Tex. 76501
Telephone: (817) 773-4768
Mike LeFan, Owner/Editor

Le-Pac Features Syndicate ..... LEP
65 Cresta Vista Drive, San Francisco, Calif. 94127
Telephone: (415) 586-4802
Le Pacini, Editor
Jose Bloom, Assoc. Editor
E. del Ferrea, Secretary

Legal Briefs Associates ..... LEG
250 Bird Road (Suite 310), Coral Gables, Fla. 33146
Telephone: (305) 442-1321
John A. Ritter, Pres.
Paul J. Levine, Vice Pres.
June Sinkes, Secy.

Leiker, James ..... LKR
317 E. Linda Vista, Alhambra, Calif. 91801
Telephone: (213) 284-1631
James Leiker, Owner

Lester Syndicate ..... LES
P.O. Box 1183, Cupertino, Calif. 95014
Telephone: (408) 257-9567
Mary Lester, Man. Ed.

Levine, Samuel P. ..... LEV
P.O. Box 174, Canoga Park, Calif. 91305
Telephone: (213) 343-0550
Samuel P. Levine, Author

Los Angeles Times Syndicate ..... LAT
Times Mirror Square, Los Angeles, Calif. 90053
Telephone: (213) 625-2345
Priscilla Felton, Sales Mgr.
Robert Gillespie, Promotion Dir.
Marion Taylor, Assoc. Editor

Los Angeles Times/Washington Post News Service ..... LTWP
See Los Angeles Times Syndicate

Love Syndicate ..... LOV
3015 Beech St. N.W., Washington, D.C. 20015
Telephone: (202) 966-6807 or (301) 994-2642
Philip H. Love, Editor
Ann Purcell Love, Manager

Lui Associates ..... LUI
26135 Telegraph Rd., Southfield, Mich. 48034
Telephone: (313) 353-2268
Harry M. Lui, Editor

Lutheran Church in America, Dept. of Press, Radio and TV LUT
231 Madison Ave., New York, N.Y. 10016
Telephone: (212) 481-9668
R. Marshall Stross, Director
Carolyn Lewis, Asst. Director

Lynn Enterprises, Richard ..... LYN
Mail Trace Road, Lagrn. Ind. 46941
Telephone: (219) 782-2345
R. J. Lynn, Pres.

M

Manson Western Syndicate ..... MAN
12031 Wilshire Blvd., Los Angeles, Calif. 90025
Telephone: (213) 478-2061
Ira R. Manson, President
Patrick McHugh, Editor

Martin, M. W. ..... MAR
P.O. Box 15518, Columbus, O. 43215
Telephone: (614) 228-2437
M. W. Martin, Owner

Marie Mattson ..... MAT
1250 Vallejo St., San Francisco, Calif. 94109
Telephone: (415) 885-5064
Marie Mattson, Owner

Mark Morgan, Inc. ..... MDR
P.O. Box 995, Newnan, Ga. 30263
Telephone: (404) 253-5355
David Boyd, Pres.
Gus L. Wood, V.P.
Rosalyn M. Boyd, Secy.

McNaught Syndicate, Inc. ..... MCN
60 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-8787
Charles V. McAdam, Sr., Chmn. of the Board
Charles V. McAdam, Jr., President
Anne Rickey, Editor
Roseanne Gordon, Sales & Promotion
Charles V. McAdam, III, Sales & Promotion

Media West ..... MED
East 302-26th, Spokane, Wa. 99203
Telephone: (509) 624-7290
George Cole, Editor

Meilach Features, Dona Z. ..... MEI
3991 Crown Point Drive, San Diego, Calif. 92109
Telephone: (714) 270-5784

MetroNews ..... MTN
Route 1, Box 636, Powell Butte, Ore. 97753
Telephone: (503) 548-3248
Jo Hindman, Mgr.

Merrell Enterprises ..... MER
1500 Massachusetts Ave., N.W., Washington, D.C. 20005
Telephone: (202) 659-8280
Jesse H. Merrell, President
James M. Merrell, Exec. Vice Pres.
Jesse H. Merrell, Treasurer

Mid Continent Feature Syndicate ..... MCF
Suite 2319-Oliver Bldg., Pittsburgh, Pa. 15222
Telephone: (412) 562-4067
Address for Books & Manuscripts:
Box 1662, Pittsburgh, Pa. 15230
Charles L. Conover, Editorial Chairman
John D. Paulus, Editor in Chief
Mildred H. Paulus, Book Editor and Vice-Pres.

Miller News Service ..... MLN
376 Sunrise Circle, Glencoe, Ill. 60022
Telephone: (312) 835-5063
Eugene Miller, President
Thelma Miller, Vice President

Miller Services Limited ..... MIL
45 Charles St., East, Toronto, Ont. M4Y 1S6, Canada
Telephone: (416) 925-4323
S. Dickson Miller, Pres.
Ken Mason, Syndicate Mgr.

Patsy Milligan Syndicate ..... MLS
P.O. Box 14, Dundee, Ill. 60118
Telephone: (312) 428-8902
Peter J. Milligan, Vice Pres.
Patsy Milligan, Pres. & Editor

Mink, Randy ..... MIK
9429 Bay Colony Dr., Des Plaines, Ill. 60016
Telephone: (312) 824-2133

Minority Features Syndicate, Inc. ..... MFS
P.O. Box 421, Farrell, Pa. 16121
Telephone: (412) 981-3751
Bill Murray, Pres.
Doris E. Murray, Vice Pres.
Bill Murray, Cartoonist

Minute Message ..... MM
1702 St. Mary's St., Raleigh, N.C. 27608
Telephone: (919) 829-0587
Fred Dodge, Editor

Phyllis Mitchell Christian Features, Inc. ..... MIT
126 Metcalfe St. East, Strathroy, Ont., Canada N7G 1P3
Telephone: (519) 245-2931
Phyllis Mitchell, Exec. Director

Monitor News and Feature Services ..... MNF
4630 St. Catherine St. West, Westmount
Quebec, Canada H3Z 2W6
Telephone: (514) 932-3157
Hugh E. McCormick, Managing Dir.
Lorne D. Macbean, Mgr.

Moon Communications ..... MNC
Rt. 6, Box 364, Carrollton, Ga. 30017
Telephone: (404) 854-8458
Ben L. Moon, Pres.

Morgan Associates, Ralph ..... MOG
1169 Colorado Blvd., Denver, Colo. 80206
Telephone: (303) 388-3842
Bernie Mantey, Owner

MSC, Inc. ..... MSC
University Station 4285, Tucson, Ariz. 85717
Telephone: (602) 299-9615
Porter B. Williamson, President
Gary B. Williamson, Secy., Treas.

N

Name Game Co., Inc., The ..... NGC
382 Central Park West (Suite 9-W), New York, N.Y. 10025
Telephone: (212) 222-9039
Ken Hecht, Exec. Dir.
John Contrata, Prom. Dir.
Jack London, Gen. Mgr.

National Features Syndicate ..... NFS
2359 Jefferson Dr., S.E., Grand Rapids, Mich. 49507
Telephone: (616) 243-0888/456-4947
Robert Gill, Pres.

National Catholic News Service ..... NCF
1312 Massachusetts Ave., N.W., Washington, D.C. 20005
Telephone: (202) 659-6744
Richard W. Daw, Director, Editor-in-Chief
Richard Banules, Business Mgr.
Angela M. Schrieber, Feature Editor
Tom Lorsung, Man. Editor

National Geographic Society NewService ..... NGS
17th and M Streets, N.W., Wash. D.C. 20036
Telephone: (202) 857-7761
Paul Sampson, Chief

New York Times News Service ..... NYT-NS
229 West 43 St., New York, N.Y. 10036
Telephone: (212) 556-7087
Rob Roy Buckingham, Editor, Gen. Mgr.
Sam Summerlin, Asst. Ed., Asst. Gen. Mgr.
John McNutt, Assoc. Ed., Mgr.
Jim McElroy, Exec. Ed.

NYT Pictures ..... NYT-P
229 West 43 St., New York, N.Y. 10036
Telephone: (212) 556-7119
Raphael Paganelli, Mgr.

New York Times Syndication Sales Corp—
Special Features ..... NYT
655 Madison Ave., New York, N.Y. 10021
Telephone: (212) 371-1250
R. R. Buckingham, Pres.
J. Willard Colston, Exec. Vice-Pres./Editorial Dir.
John Osenenko, Mgr., Special Features
Barbara Lynch, Acting Editor, Special Features
Jesse E. Levine, Sales Representative
Bill O'Shea, Sales Representative
Breck Slossman, Dir. of Communications

New York Today, Inc. ..... NEW
78-11 Kew Forest Lane (Suite 1-C.B.), Forest Hills, N.Y. 11375
Telephone: (212) 544-1254
Ray Wilson, President
Marguerite Walrath, Secy. & Treasurer

Newhouse News Service
Suite 1320, 1750 Pennsylvania NW, Wash., D.C. 20006
Telephone: (202) 298-7080
Dean Reed, Editor
Sold by Field Newspaper Syndicate

News Associates ..... NWS
P. O. Drawer J, Idyllwild, Calif. 92349
Telephone: (714) 659-2329
John Pinkerman, Pres. & Editor

News Portraits Syndicate ..... NPS
P. O. Box 564, Hackensack, N.J. 07602
Telephone: (201) 342-2965
Y. L. Tiajchff, Executive Editor
Martin Sager, Business Mgr.

News Research Service ..... NRS
P. O. Box 16147, San Diego, Calif. 92116
Telephone: (714) 282-2411
Ross Williams, Assoc. Editor
Irene Williams, Assoc. Editor

Newspaper Enterprise Association, Inc. ..... NEA
Editorial Hq.: 230 Park Ave., New York, N.Y. 10017
Telephone: (212) 661-6600
Business Office: 1200 W. Third St., Cleveland, O. 44113
Telephone: (216) 621-7300
Robert Roy Metz, President and Editor (New York)
Richard W. Johnson, V.P./Dir. of Sales (Cleveland)
Robert J. Cochnar, V.P./Edit. Dir. (New York)
Michael W. Callaghan, V.P./Bus. Mgr. (Cleveland)
John D. (Flash) Fairfield, Dir. Comic Art (Cleveland)
George E. Delury, Editor, The World Almanac (New York)
Donald E. Graff, Managing Editor (New York)

Newsweek International Editorial Service ..... NIES
444 Madison Ave., New York, N.Y. 10022
Telephone: (212) 350-2662
R. J. Melvin, Director

Ricky Nobile Cartoons ..... NOB
P.O. Box 1223, Cleveland, Miss. 38732
Telephone: (601) 843-4241
Ricky Nobile, Cartoonist

North American Newspaper Alliance ..... NANA
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 577-2333
William C. Payette, President
Sidney Goldberg, Executive Editor
William H. Ravenscroft, Vice Pres., Marketing
John J. Carroll, Vice Pres., Sales
Lewis A. Little, Vice Pres., Special Projects
Sheldon Engelmayer, Editor
Jay Poynor, Assistant Marketing Director
Donald LaSpaluto, Assistant Sales Manager
Peter S. Willett, Special Projects Sales

Numismatic Information Service ..... NUM
Rossway Road (R.R. 4-Box 332), Pleasant Valley, N.Y. 12569
Telephone: (914) 635-2361
Barbara White, Man. Editor

O

Oakland Tribune Features, Inc. ..... OAK
P. O. Box 24304, Oakland, Calif. 94623
Telephone: (415) 645-2206
Emelyn K. Jewett, President
Paul G. Manolis, General Mgr.
Larry A. Frankel, Secretary

The name of the game in building readership is a list of names like these...

Edward Klein

Theodore H. Bernstein

Charlotte Curtis

Jack Anderson

H.R. Haldeman

Patrick J. Buchanan

Bernard Gladstone

and more inside—

Special Features

The New York Times SYNDICATION SALES CORPORATION

Richard Nixon

Of all the hundreds of thousands of documents to which Richard M. Nixon has signed his name – perhaps none will be more revealing, provocative and personal than his forthcoming volume of *Memoirs,* to be published in the Spring of 1978. Special Features will serialize key portions of the Nixon *Memoirs* prior to publication – in a series of installments totalling about 15,000 words. They are sure to win attention... to build continuing readership for your newspaper.

H R Haldeman

Talk about the imprimatur of an insider! H.R. Haldeman's book of Watergate revelations, *"The Ends of Power,"* will also be serialized by Special Features prior to its scheduled publication in January, 1978. From Haldeman, you can expect a minutely detailed account of the manipulations, the maneuvering, the malevolence that led to Watergate and its cover-up. Special Features will offer key excerpts (totalling about 15,000 words) to fill your readers' insatiable appetite for exclusive new material on one of the most incredible periods in American politics.

1791

THE OBSERVER

Here you see the "signature" of London's oldest and most distinguished Sunday newspaper. Its stories and features are distributed exclusively through Special Features. Noted for the completeness, accuracy and depth of foreign-news coverage, the *London Sunday Observer* is particularly strong in reporting from Africa and the Far East. Special Features offers selections from the *London Sunday Observer* five days each week – and provides special items on request. In the U.S., this material is available computer-to-computer via UPI Datanews and AP Datafeatures.

Bernard Gladstone

Here's the signature of a man who's just as handy with a set of household tools as he is with a pen: Bernie Gladstone. Bernie follows a simple blueprint: each week, he informs readers about the practical, economical – and eminently logical – ways that they can perform a multitude of household repairs, fix-up work and simple remodeling. With Bernie Gladstone, it's all step-by-step simple. Easy to understand, fun to read, a great feature to merchandise to a wide range of advertisers. Not only does the Gladstone *"Home Improvement"* column add value to your readers' homes – but value to your newspaper as well!

Theodore M. Bernstein

Three times each week, New York Times Special Features proudly offers the colorful and captivating column, *"Bernstein on Words."* It's the very special creation of Theodore M. Bernstein, former Assistant Managing Editor of The Times, noted author, and writer of the critique for editors, "Winners & Sinners." In his column, Bernstein advises on correct English usage, and offers his often salty opinions on its misusage. A highly useful feature, its aim, to quote Winston Churchill, is "to get into your bones the essential structure of the ordinary English sentence... which is a noble thing."

Charlotte Curtis

Charlotte Curtis edits one of the journalistic masterpieces for which The Times has won scores of editorial and art awards: The Op-Ed Page. Selections of writers for the trend-setting Op-Ed Page have ranged from Walter Mondale to George Plimpton... from Margaret Mead to Erica Jong. Each week, Special Features offers more than a dozen of these mind-expanding Op-Ed articles for the enjoyment of your readers. They range in subject matter over almost every topic of current interest; they give *you* the opportunity of creating an award-winning Op-Ed Page of your own.

WRIGHT

One of that select group of editorial cartoonists to win a Pulitzer Prize, Don Wright of the Miami News is a surefire attention-getter for your newspaper. He takes off after the movers-and-shakers in the political field – and gives them a good shaking up. Result: laughter, insight, devoted

reader interest, and proof that satire isn't something that necessarily closes on Saturday night. It's the New Journalism in cartoon form, and Special Feature offers four Don Wright cartoons each week – plus specials.

Michael J. Halberstam, M.D. – you can think of his features as an effective "prescription" for readers who are not just interested in personal health, but also in news of the latest *advances* in medical science. A senior editor of Modern Medicine magazine and leading practitioner in Washington, D.C., Dr. Halberstam presents his information in a most readable style. You might say that the youthful doctor has a good "typewriter manner." Offered three times a week, this column – because it covers the frontiers of medicine – is a valuable complement to other health features you may be running.

The Times has a new and devilishly clever Crossword Puzzle editor – Eugene T. Maleska. His daily puzzles are mailed two weeks at a time well in advance. And his Sunday Crossword Puzzles (from The Times Magazine) are mailed weekly. Maleska's Sunday brain-testers are *particular* delights and challenges... often turning the occasional crossword fan into a regular "repeat customer." Across and Down, Maleska keeps people entranced.

Edward Klein is the newly appointed editor of The New York Times Sunday Magazine – and under his direction its articles and features are being written for a young and sophisticated audience. (If not in age, then certainly in spirit!) Selections from the Magazine are offered by Special Features as *"Centerpiece"* – and are often accompanied by art and sidebar material with which you can build an entire feature page. Some recent notable *"Centerpiece"* features have been *Women against Women – The Clamor Over Equal Rights; Interplanetary Exploration,* by Carl Sagan; and *Cary Grant: A Star Is "Re-Born."* (Mailed weekly or available computer-to-computer.)

Joan Lee Faust's usual signature is not a pen-and-ink affair... it's a blooming, beautiful garden or an artistic flower arrangement for today's plant lovers. Her weekly column, *"Around The Garden,"* covers a wide range of interests... with informative suggestions for apartment-dwellers with terraces, for suburban home-owners, or just for the person who wants a thriving windowbox garden. Joan is the green thumb of The Times, serving as its garden editor – and not only does her writing dig deeply into each garden topic, but it's surprisingly cultivated writing as well!

Editor and Publisher of one of the most exciting and successful new publications of the decade: Jann Wenner of *Rolling Stone.* You can say a lot about him and his magazine in just one word: winner! Special Features offers you *Rolling Stone's* unique coverage of investigative reporting, music, entertainment, sports, politics and personalities. Its features are among the most readable we've come across in years, and provide special attraction for your younger audience... a whole new generation of readers Jann Wenner understands so well.

Some people collect autographs of movie stars and show-business greats – but Special Features, under the Marilyn Beck "autograph", offers something even more valuable! A regular series of interviews with today's top entertainment personalities. Marilyn Beck's daily profiles bear no resemblance to the time-worn gossip columns of the past. They are, in contrast, incisive, probing, carefully documented... and fun to read. The people she writes about have an impact on today's lifestyles – and her stories reflect this with understanding, sympathy and just the right touch of humor.

Patrick J. Buchanan's political columns are offered three times each week. And three times a week, they observe the current political, social and economic scene through the eyes of a literate and lucid Conservative. Buchanan's columns are never pedantic or dry; nor do they pull any punches. Former White House speech writer and advisor, Patrick Buchanan has a touch that's worldly, witty and unfailingly interesting to readers whose Conservative principles are a meaningful force in life. And, not surprisingly, the Buchanan columns have a lot to offer the Liberal side of your audience!

"*New Times*," published by George A. Hirsch, is the latest offering of New York Times Special Features. With 72 per cent of its readership under 35 years of age, *New Times* knows how to present the serious in-depth feature in an innovative and entertaining way. *New Times* emphasizes politics and current – usually controversial – social issues, but this bi-weekly also features lifestyle articles and covers the arts and entertainment. To gain the new readers, move with the New Times. Available as single articles or on a contract basis.

SPECIAL FEATURES has won special acclaim among editors for developing a whole series of unique and *exclusive* articles – by noted authors and often pegged to timely news events. Among the scores of these features covering a wide spectrum of reader interest are such examples as: the exploits of James Earl Ray (offered on the very day of his jail-break)... a five-part feature on America's "Mindstyles/Lifestyles"... and articles on women in the news including Patty Hearst and Margaret Trudeau. And this represents only a *fraction* of what's available when you delve into the Special Features treasure-trove.

Another strong reader attraction: our special book-serializations. Some recent examples include Alex Haley's *"Roots"*... *"The Book of Lists"* (a delightful follow-up to the best-seller *"The People's Almanac"*)... Peter Benchley's *"The Deep"*... and William Safire's *"Full Disclosure"*. The latter two, by the way, represent the first newspaper serialization of novels in years.

There's so much more to cover! Weekly stories from The Sunday Times Travel Section; major articles from The Sunday Times Book Review; David Gantz' zany and topical cartoon strip, *"Don Q"*; daily political commentary in the form of Robert Bendiner's concise two-liners – and special material from such magazines as US, Family Circle, and Der Spiegel. We also supply articles from Le Monde on an exclusive basis.

For details, price information and samples, call us collect at (212) 371-1250. **There's one more big name we'd like to add to our list: Yours.**

Special Features

The New York Times Syndication Sales Corporation
655 Madison Avenue, New York, N.Y. 10021

J. Willard Colston, Executive V.P. & Editorial Director

Oceanic Press Service ..... OPS
4717 Laurel Canyon Blvd. (P. O. Box 4158), North Hollywood, Calif. 91607
Telephone: (213) 980-6600
John R. West, Mgr.
J. Taylor, Asst. Mgr.
F. W. Konig, Foreign Sales Mgr.

Mort Olshan Sports Features ..... MOS
9255 Sunset Blvd., Suite 605, Los Angeles, Calif. 90069
Telephone: (213) 274-1913
Mort Olshan, Publisher & Editor
Philip Giordano, Associate Publisher

On Wheels Syndicate ..... OWS
Box 7607, Stockton, Calif. 95207
Telephone: (209) 931-1056
Michael Lamm, President
Joanne Sills, Vice Pres.

P

Page Publishers ..... PAG
300 Half Mile Rd., Red Bank, N.J. 07701
Telephone: (201) 741-8900
Irwin J. Polk, Editor

J. S. Paul ..... PAU
P. O. Box 6488, Bakersfield, Calif. 93306
Telephone: (805) 871-8569
J. S. Paul, Owner/Pres.
G. W. Paul, Director

Payne, Jr., Sanford C. ..... PAY
2516-D Santa Clara Ave., Alameda, Calif. 94501
Telephone: (415) 522-7702
Sanford C. Payne, Jr., Editor

Peirce, Neal R. ..... PNR
610 G St. S.W., Washington, D.C. 20024
Telephone: (202) 857-1417
Neil R. Peirce, Owner
Jerry Hagstrom, Syndication Rep.

Pet Parade, The ..... PET
4354 Clybourn Ave., Burbank, Calif. 91505
Telephone: (213) 849-5077
William Patterson, Editor
Carol Patterson, Editor

Phoenix Features ..... PF
41-20 46th St., Long Island City, N.Y. 11104
Telephone: (212) 937-3867
R. A. Roche, Gen. Mgr.

Photo Communications Company, Inc. ..... PCC
488 Madison Ave., New York, N.Y. 10022
Telephone: (212) 688-1930
Louis Weintraub, Pres. & Editor
Eleanor Fitzsimons, Exec. V.P. & Exec. Editor

Pierce, Phil E. ..... PUN
404 E. Elm St., West Frankfort, Ill. 62896
Telephone: (618) 937-2898
Phil E. Pierce, Editor

Pioneer Press Service, Inc. ..... PIO
210 Hardy Way, Box 149, Worthington, O. 43085
Telephone: (614) 846-6411, 885-7090
James W. Baker, Pres.
Mary Louis Baker, Gen. Mgr.

Posner, Jack ..... POS
220 Madison Ave., New York, N.Y. 10016
Telephone: (212) 686-2332
Jack Posner, Pres.

Press Associates, Inc. ..... PRA
806 15th St. N.W., #632, Wash., D.C. 20005
Telephone: (202) 638-0444
Harry Conn, Exec. Editor
Robert B. Cooney, Man. Editor
David Prosten, Editor
Justin McCarthy, Editor

Press-Radio Bible Service, Inc. ..... PRB
4606 Erie Ave., Cincinnati, Ohio 45227
Telephone: (513) 271-1343
Harold M. Russell, Pres.
Janet L. Oligee, Secy.-Treas.

Press Wire Services/Press Wire Features Services ..... PWF
Box 2P, 144-45 35th Ave., Flushing, N.Y. 11354
Telephone: (212) 539-6427
Mobile Units: KMD 3015, Channel 11
Robert I. Queen, Managing Editor
Bella A. Queen, Feature Editor
Alan N. Queen, Scientific Topics
Ted Green, Radio-TV Editor

Princeton Features ..... PRI
280 Nassau St., Princeton, N.J. 08540
Telephone: (609) 921-1018
Shirley Smith Anderson, Pres.
Sally Wells, Vice Pres.
Elizabeth Wheeler, Treas.

Prol ..... PRO
2706 Canterbury Road, Columbia, S.C. 29204
Telephone: (803) 799-7241
A.R. Roalman, Pres.

Providence Journal Co. ..... PJC
75 Fountain St., Providence, R.I. 02902
Telephone: (401) 277-7463
John C. A. Watkins, Publisher
Michael P. Metcalfe, Pres.
Charles McHauser, Exec. Ed.

Public Insights ..... PUB
P. O. Box 2524, North Hollywood, Calif. 91602
Telephone: (213) 763-0810
Carroll Price, Manager
Harry M. Humphreys, Columnist

Publishers Financial Bureau ..... PFB
370 Washington St., Wellesley Hills, Mass. 02181
G. Kevin Quinn, Circ. Mgr.

Publishers-Hall Syndicate
See Field Newspaper Syndicate

Dolores Pyle ..... PYL
14 Merwit Court, Merchantville, N.J. 08109
Telephone: (609) 662-2778
Dolores Pyle, Owner/Author

R

Rayr Thoughts ..... RAY
38 S. Kerwood, Palatine, Ill. 60067
Telephone: (312) 359-0851
Ray Rhamey, Partner
Sarah Rhamey, Partner

Real Estate Feature Services ..... REF
P. O. Box 6710, 2652 Baker St., San Francisco, Calif. 94101
Telephone: (415) 697-6010
Robert J. Bruss, Editor

Real Estate House Calls ..... RHC
240 Hemingway Drive, Rochester, N.Y. 14260
Telephone: (716) 271-6230
Edith Lank, Owner/Author

Real Estate Research Institute ..... RER
353 Willet Ave., Port Chester, N.Y. 10573
Telephone: (914) 937-3500
Howard L. Shonting, President
Rene C. Shonting, Secretary
Laura Nelson, Treasurer

Register and Tribune Syndicate Inc., The ..... RTS
715 Locust St., Des Moines, Iowa 50304
Telephone: (515) 284-8244
Dennis R. Allen, President
Brian J. Flynn, Business Mgr.

Charles Rehns Publications ..... REH
457 W. 57th St., New York, N.Y. 10019
Telephone: (212) 246-6335
Charles Rehns, Editor
Ruth W. Rehns, Secretary

Religious Drawings, Inc. ..... REL
6624 Golf Hill Drive, Dallas, Texas 75232
Telephone: (214) 371-3986
Jack Hamm, Artist & Director
D. A. Alexander, Secretary

Religious News Service ..... RNS
43 W. 57th St., New York, N.Y. 10019
Telephone: (212) 688-7094
Lillian R. Block, Editor-in-Chief
Gerald Renner, Managing Editor

Reynolds Feature Syndicate ..... RFS
2128 Fox Hills Dr., Los Angeles, Calif. 90025
John L. Reynolds, Owner-Manager
Ann R. Reynolds, Editor

Richey-Bosch News/Feature Syndicate ..... RBN
P. O. Box 5212, Beaumont, Tex. 77706
Telephone: (713) 833-4579
Dorothy Richey, Pres.
Noyes Richey, Vice-Pres.
Patricia Bosch, Sec'y.-Treas.

Dorothy Ricker ..... RIC
2521 Waltrous Ave., Tampa, Fla. 33609
Telephone: (813) 257-0241

Right to Work News Service ..... RTW
8316 Arlington Blvd., Fairfax, Va. 22038
Telephone: (703) 573-8550
Herbert Berkowitz, Editor

Rip Off Comics Syndicate ..... RIP
1250 17th Street, San Francisco, Calif. 94107
Telephone: (415) 863-5359
Fred Todd, Pres.
Robert Follett, Mgr.

Robbins & Associates ..... ROB
P. O. Box 780, Seattle, Wash. 98111
Telephone: (206) 623-8892
Lyman E. Robbins, Director

Rock/Pop Times ..... RPT
P. O. Box 1233, 1745 S. 5th, Kankakee, Ill. 60901
Telephone. (815) 932-5789
James Riordan, Gen. Mgr.
Tom Siedentop, Business Mgr.
Denise Henderson, Sales Representative

Rockmore Company, The ..... ROC
32 Orchard Hill Lane, Greenwich, Conn. 06830
Telephone: (203) 661-1143
Milton Rockmore, Pres.
S. M. Moss, Vice-Pres.

Roll Call Report ..... ROL
1061 National Press Bldg., Washington, D.C. 20045
Telephone: (202) 347-9330

Edith Kermit Roosevelt Syndicate ..... ROO
1661 Crescent Place, N.W. Washington, D.C. 20009
Telephone: (202) 387-3957
Edith Kermit Roosevelt, President

Rosettes ..... ROS
25560 Dundee Road, Royal Oak, Mich. 48070
Telephone: (313) 542-2272
Elinor K. Rose, Author/Mgr.

S

Sawyer Press Feature Syndicate ..... SAW
P.O. Box 46-578, Los Angeles, Calif. 90046
Telephone: (213) 656-5481
E. Matlen, Pres.

Schaaf, Miv. ..... SCH
686 W. California Blvd., Pasadena, Calif. 91105
Telephone: (213) 681-5353
Miv Schaaf, Editor

Schram, Jolly ..... SCR
210 West Bldg., Midland, Tex. 79701
Telephone: (915) 682-3249
Jolly Schram, Writer

Seven Arts Feature Syndicate ..... SAF
165 W. 46th St., New York, N.Y. 10036
Telephone: (212) 247-3595
John Kayston, Pres.
Murray Zuckoff, Editor

John H. Shropshire & Associates ..... SHR
Sharpless Road, Landenberg, Pa. 19350
Telephone: (215) 274-8416
John H. Shropshire, Pres.
Barbara E. Shropshire, Vice Pres.
B. E. Shropshire, Treas.

Sierra Features ..... SIE
P.O. Box 305, Roche Harbor, Wash. 98250
Telephone: (206) 378-4811
Donald H. Knudson, President
Erik A. Thornberg, Feature Editor

B. H. Simon Syndicate ..... SIM
20 Old Mamaroneck Rd., White Plains, N.Y. 10605
Telephone: (914) 761-7868
B. H. Simon, Mgr.

Smith Feature Service, Al ..... SM
Drake Road, Bomoseen, Vt. 05732
Telephone: (802) 468-5736
Al Smith, Owner
Dorothea J. Smith (Coates), Gen. Mgr.

BP Singer Features, Inc. ..... SBP
3164 W. Tyler Ave., Anaheim, Calif. 92801
Telephone: (714) 527-5650
Kurt Singer, Chrm. of Brd./Editorial Director
Jane Sherrod, Editor-in-Chief
Eldon Maynard, Acting President

Snappy Filler Service ..... SFS
610 Wataga Dr., Louisville, Ky. 40206
Telephone: (502) 896-6630
Carl E. Zimmerer, Exec. Editor
Sheldon S. Shafer, Asst. Editor

Soccer Associates—Jeffrey Lee Syndicate ..... SA
2 Holly Drive, New Rochelle, N.Y. 10801
Telephone: (914) Be 5-2347
Irma Ganz, Business Manager
Lee James, Editor
Jeff Miller, Editor

Something Special Newspaper Syndicate ..... SSN
1335 Manhattan Beach Blvd., Manhattan Beach, Calif. 90266
Telephone: (213) 374-4978
Nikoleta Papic, Manager-Partner
Bonnie Papic, Author-Partner

Sonstein "On Wines," Bill ..... SON
624 Stetson Rd., Elkins Park, Pa. 19117
Telephone: (215) 635-0876
Wm. Sonstein, Owner

Southern Cartoon Syndicate ..... SOU
3111 Dawson St., Sarasota, Fla 33580
Telephone: (813) 921-6200
J. R. "Sarge" O'Neill, President

Spadea Syndicate, Inc. ..... SPS
2 Bridge St., Milford, N.J. 08848
Telephone: (201) 995-2201
Katheryn K. LeVance, Pres. Treas.
Jean B. Bickel, Secretary
Claire T. Fisher, Vice Pres., Syndication

Spadone, Frank G. ..... SPA
226 Linden Ave., Irvington, N.J. 07111
Telephone: (201) 375-5499
Frank G. Spadone, President

Specialty Features Syndicate ..... SPE
17255 Redford Ave., Detroit, Mich 48219
Telephone: (313) 533-1846
L. E. Crandall, Mgr.

DIRECTORY OF SYNDICATES

Stamping Grounds ..... STA
P.O. Box 632, Long Beach, N.Y. 11561
Telephone: (516) 431-6697
Joe Zollman, Owner

Standard Press Association ..... SPR
172 Lincoln Ave., Hastings-on-Hudson, N.Y. 10706
Telephone: (914) Gr8-0324
E. E. Kates, Manager
C. O. Kates, Editor

Star Service Syndicate ..... STR
P.O. Box 15610, Fort Lauderdale, Fla. 33318
Telephone: (305) 472-8794
Robert D. Sloane, Manager

Star-Gazing ..... STG
2613 South 13th St., Council Bluffs, Iowa 51501
Telephone: (712) 328-0495
Robert E. Allen, Author

States Cartoon Service ..... SCS
428 Hawthorne Lane, Charlotte, N.C. 28204
Telephone: (704) 332-8072
Henry McCarn, Pres. & Owner

Mark Stevens Features ..... STE
P.O. Box 487, Chappaqua, N.Y. 10514
Telephone: (914) 238-3569
Mark Stevens, President
Carol Stevens, Vice Pres.

Stock Market Graphic Features ..... STO
1114 W. T. Waggoner Bldg., Fort Worth, Tex. 76102
Telephone: (817) 335-5249
Charles E. Carden, Owner
Deborah Hatten, Chartographer

Suburban Features ..... SUB
Editorial Hq.: 230 Park Ave., New York, N.Y. 10017
Telephone: (212) 661-6600
Business Office: 1200 W. Third St., Cleveland, O. 44113
Telephone: (216) 621-7300
Robert Roy Metz, Pres.-Editor (New York)
Richard W. Johnson, V.P. Sales Dir. (Cleveland)
William A. Kennedy, Mgr., (1160 Rockville Pike, Rockville, Md. 20852. Tel. (301) 340-8891)

Suburban Features, Inc. ..... SFI
1160 Rockville Pike, Rockville, Md. 20852
Telephone: (301) 340-8891
William A. Kennedy, President

Summit Press Syndicate ..... SMP
4037 N. Prospect, Milwaukee, Wisc. 53211
Telephone: (414) 963-9055
Patrick Reardon, Partner
Maureen Reardon, Partner
Mona Elson, Production Mgr.
Mary Walfoort, Special Projects Dir.

Syndicated Features ..... SYN
P.O. Box 8627, Detroit, Mich. 48224
Telephone: (313) 886-5160
Jeannette A. Szulec, Pres.

T

Tagumi Features Syndicate ..... TAG
Box 275, El Cerrito, Calif. 94530
Telephone: (415) 527-7730
John C. Dvorak, Publisher
Vicki Dodson, Editor
John Hardin, Asst.

Lillian Taylor ..... TAY
321 E. 43 St., New York, N.Y. 10017
Telephone: (212) 986-1177

Teenage Corner, Inc. ..... TEE
4800 Ellinda Circle, N.W., Canton, O. 44709
David J. Lavin, President
Elinor R. Lavin, Vice President

Tel-Aire Publications, Inc. ..... TAP
2112 McKinney Ave., Dallas, Tex. 75201
Telephone: (214) 747-3589
David A. McGee, President
Terry V. Stepp, Gen. Mgr.
James G. Young, Nat'l. Sls. Mgr.

Telstar, Inc. ..... TEL
P.O. Box 388, Westport, Conn. 06880
Telephone: (203) 226-3379
John C. Gilmore, Ex. V.P. & Ed.
Bess Gilmore, Pres. & Mg. Ed.
Phil Peterson, V.P. & Sls. Mgr.

The Alburn Bureau ..... TAB
P.O. Box 5745, Tucson, Ariz. 85703
Telephone: (602) 624-0721
Leo Sonderegger, Owner

The Sandcastles Syndicate ..... SAN
1165 Tyler Ave., P.O. Box 1356, Newport News, Va. 23601
Telephone: (804) 595-0246
Gregg Curfman, Cartoonist

The Skies Today ..... SKI
82 Carpenter Drive, West Hartford, Vt. 05084
Bailey R. Frank, Owner/Mgr.

Thornton Features, Robert ..... THF
3110 N.E. 86th Ave., Portland, Ore. 97220
Telephone: (503) 252-6369
Robert F. Thornton, Author & Owner

Tiny Features, Inc. ..... TIN
646 Prospect Ave., Hartford, Conn. 06105
Telephone: (203) 523-9772
Arnold Kupper, President
Brinton T. Schorer, Jr., Vice Pres.

Toby & Tulip, Inc. ..... TTI
3041 N.W. 7th St., Miami, Fla. 33125
Telephone: (305) 541-2507
Charles Berkley Folds, President
Wayne Paul Chandler, Vice Pres.

Toedtman Enterprises ..... TOE
9922 Tartan Ct., Vienna, Va. 22180
Telephone: (703) 938-5154
James S. Toedtman, Editor
Haydee S. Toedtman, Bus. Mgr.

Toronto Star Syndicate ..... TSS
1 Yonge St., Toronto, Ont.,M5E 1E6, Canada
Telephone: (416) 367-2461
James F. Cherner, Mgr.
Peter E. Morris, Sales

Toronto Sun Syndicate ..... SUN
333 King St. East, Toronto, Ont. M5A 3X5, Canada
Telephone: (416) 360-8211
John Landry, Director

Trans-World News Service ..... TWN
National Press Bldg. #767, Washington, D.C. 20045
Mail Address: P.O. Box 2801, Wash., D.C. 20013
Telephone: (202) 638-5568
Bernard B. Blazes, Pres.
Edward V. Rothkirch, Exec. Editor
G. Richard Ward, Managing Editor/Secy.-Treas.
Robert L. Loeffelbein, Editor

Travel Facts ..... TRF
135 East 39 St., New York, N.Y. 10016
Telephone: (212) 532-8226
Landt Dennis, Editor
Lisl Dennis, Photo Editor

Traveler's World Syndicate, The ..... TTW
113 Magnolia Lane, East Hills, N.Y. 11577
Telephone: (516) 621-2494
Paul J. C. Friedlander, Prop./Columnist
Hilda H. Friedlander, Editor

Trivia Quiz ..... TRQ
4007 Connecticut Ave. N.W., Washington, D.C. 20008
Telephone: (202) 966-0025
Donald Saltz, Author

TV Compulog Services Inc. ..... TVC
670 Franklin Ave., Nutley, N.J. 07110
Telephone: (201) 661-0700
210 North Pass, Burbank, Calif. 91505
Telephone: (213) 843-3323
John C. Charlton, Pres.
George J. Holzmacher, Vice-Pres.
Robert G. Emmett, Vice-Pres.

TV Data, Inc. ..... TVD
Quaker Village, Glen Falls, N.Y. 12801
Telephone: (518) 792-9914
James E. West, Executive Director

TV Time/TV Day ..... TVT
121 Industrial Drive, DeKalb, Ill. 60115
Telephone: (815) 758-5484
Ralph Sherman, Pres./Sales Mgr.
Richard Secrest, Exec. V.P./Gen. Mgr.
Jerome Smith, V.P./Sales Exec.

Two Minute Mystery Series ..... TM
P.O. Box 430039, South Miami, Fla. 33143
Donald J. Sobol, President

U

U-B Newspaper Syndicate ..... UB
15233 Stagg St., Van Nuys, Calif. 91409
Telephone: (213) 785-6368
Tom Niekarz, Exec. Dir.
Ron Smith, Man. Editor
Steve Ellingson, Columnist

United Feature Syndicate ..... UFS
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-2333
William C. Payette, President
Sidney Goldberg, Managing Editor
William H. Ravenscroft, Vice Pres., Marketing
John J. Carroll, Vice Pres., Sales
Lewis A. Little, Vice Pres., Special Projects
Sheldon Engelmayer, Associate Editor
Jay Poynor, Assistant Marketing Director
Donald LaSpaluto, Assistant Sales Manager
Peter S. Willett, Special Projects Sales

United Overseas Press ..... UOP
663 Fifth Ave., New York, N.Y. 10022
Telephone: (212) MU 7-6865
Mrs. Liselle Brent, Mgr.
M. de Valle, Ass't Mgr.

United Press International ..... UPI
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-0400
Roderick W. Beaton, President
Robert E. Page, Vice Pres., Gen. Mgr.
H. L. Stevenson, Vice Pres., Editor-in-Chief
Frank Tremaine, Sr. Vice Pres.
A. P. Bock, Vice Pres., Business Mgr.
James F. Darr, Vice Pres., Systems Development
Grant Dillman, Vice Pres., Washington
William B. Ketter, Vice Pres., Broadcast Services
F. W. Lyon, Vice Pres., Newspictures
Michael Williams, Vice Pres., ADP Director
Fred J. Greene, Comptroller
Paul G. Eberhart, Managing Editor
Walter Logan, Foreign Editor
Regional Vice Presidents-domestic mktg. dept.
Donald J. Brydon, New York
Robert E. Crennen, Chicago
Richard A. Litfin, San Francisco

United Press International Newspicture ..... UPIN
220 E. 42nd St., New York, N.Y. 10017
Telephone: (212) 682-0400
Roderick W. Beaton, President
F. W. Lyon, Vice President
E. T. Majeski, Executive Editor
Larry De Santis, Managing Editor
Robert Schnitzlein, Foreign Editor

Universal Press Syndicate ..... UNP
6700 Squibb Road, Mission, Kans. 66202
Telephone: (913) 362-1523
John P. McMeel, President
James F. Andrews, Exec. Vice President
Thomas N. Thornton, Vice President
Lee Salem, Man. Editor
Thomas Drape, Asst. to the Editor
John Somerville, Asst. V.P. Sales

University of Iowa News Service ..... UNI
700 Jefferson Bldg., Iowa City, Ia. 52240
Telephone: (319) 353-3488
Ed Ryan, Managing Editor

U.S.A. Syndicate ..... USA
530 East 72 St., New York, N.Y. 10021
Telephone: (212) 535-4830
Mrs. Alice Widener, Pres.

V

Vance Features ..... VAN
207 Gold St., Park Forest, Ill. 60466
Telephone: (312) 748-7642
Charles Vance, Owner/Author

VIP Medical Grapevine ..... VMG
161 Nasa Circle, Round Lake, Ill. 60073
Telephone: (312) 546-6557
Ruth Nathan Anderson, Owner/Author

W

Wadler, S. Leonard (Mark Train Syndicate) ..... WAD
78 Granbury Rd., Westport, Conn. 06880
S. Leonard Wadler, Owner/Author

Wagner Syndicate, Philip ..... WAG
Box 38, Riderwood, Md. 21139
Telephone: (301) 823-4624
Philip Wagner, Pripnetor

Wagner International Photos, Inc. ..... WIP
Time & Life Bldg., Rockefeller Center, New York, N.Y. 10022
Telephone: (212) 246-9470
Gary Wagner, Pres.
Syd E. Bandes, Vice Pres.
Michel LeGrow, Chief Photographer

Ward & Sons, Inc. ..... WAR
P.O. Box 2941, Spartanburg, S.C. 29304
Telephone: (803) 583-6028
E. C. Marzo, Pres.

Ward 'N' Gord Features ..... WNG
P.O. Box 126, Clinton, Mo. 64735
Telephone: (816) 885-4110
Paul E. Ticknor, Cartoonist

Washington Post Writers Group ..... WPW
1150 Fifteenth St. N.W. Washington, D.C. 20071
Telephone: (202) 223-5175
William B. Dickenson, Jr., Gen. Mgr/Editorial Dir.
Anna Karavangelos, Associate Editor

Washington Star Syndicate, Inc. ..... WSS
444 Madison Ave., New York, N.Y. 10022
Telephone: (212) 355-7137
Harry E. Elmlark, President

Weiss Philatelic-Numismatic Features ..... WEI
16000 Terrace Rd., (#208), Cleveland, O. 44112
Telephone: (216) 451-3331
Julius Weiss, Editor

Werner Feature Service ..... WER
7 High Gate Drive, Setauket, N.Y. 11733
Telephone: (516) 751-8170
Joseph Werner, Owner

Wheeler-Evans Syndicate ..... WHE
6180-107 Via Real, Carpinteria, Calif. 93013
Telephone: (805) 684-6526
Phil Evans, Owner/Writer
George Wheeler, Owner/Artist

THE WEEKEND READING MUST FOR MORE THAN 24 MILLION ADULTS (AND MILLIONS OF TEENAGERS)

FAMILY WEEKLY

America's 4th Largest Magazine *(Circulation Rate Base: 11,250,000)* • **America's Best-Read Magazine** *(Source: Daniel Starch and Associates)*

BUILDS AND HOLDS READERSHIP FOR 331 INFLUENTIAL DAILY NEWSPAPERS

More than 50 independent readership surveys prove Family Weekly the best-read section in subscribing newspapers, and usually the most popular section of the papers except for local news.

A PRODUCTIVELY PROMOTABLE FEATURE TO HELP BUILD READERSHIP, CIRCULATION & ADVERTISING

Family Weekly's consistently relevant and vital editorial content maintains loyal reader interest week after week. The magazine's colorful, eye-pleasing format achieves high-score attention for every issue. Attention-getting graphics and diversified features are augmented by Family Weekly's incentive programs that forge a unique partnership-for-growth with participating newspapers. Circulation managers and their staffs participate in "Circulation Bonanza," which last year awarded papers more than $50,000 in prize trips in recognition of numerical and percentage circulation gains. "Bonanza" helps develop increased coverage for newspapers by motivating faster subscription and single-copy increases. Papers with Family Weekly show greater, quicker growth than similar size papers in comparable markets that don't carry the magazine.

Family Weekly's attentive and responsive readership insures an environment that stimulates increased opportunities for local rop linage — advertising that might not otherwises appear in newspapers. Last year this proven sales tool helped develop more than 11,000,000 lines of local ads rop for papers tieing in with national brand name ads that appeared in Family Weekly.

Family Weekly provides advance promotion materials every week to subscribing newspapers.

Family Weekly is economical. It's the lowest-cost section of a subscribing paper, an important aid to the paper's profit performance.

FAMILY WEEKLY

641 Lexington Avenue, New York, N.Y. 10022 • (212) 980-0300

Quality services for

Chicago Daily News/ Sun-Times/ Newhouse News Service

Performance makes a great news service. These outstanding news organizations plus the London Telegraph Foreign Service put 560 writers and reporters at your disposal. They've won 20 Pulitzers for their work. They cover the nation and they cover the world — and they cover it while it's news.

Delivery makes it yours. All the news, columns and commentary are delivered to you on modern high-speed lines—AP DataFeature, U.P.I. DataNews and the Daily News/Sun Times' own T.T.S. circuit — you report it while it's news.

Performance and Delivery
Chicago Daily News/
Sun-Times/Newhouse

Synergy

Timely series on lively topics by some of the best writers in America. Synergy is original series by such authors as John D. MacDonald, Isaac Asimov and Melvin Belli. Synergy is also exclusive ex-

79 other leading features

Business

Business Outlook — *J. A. Livingston*
Mr. Meltzer on Real Estate — *Bernard C. Meltzer*
Your Money's Worth — *Sylvia Porter*

Cartoon Commentary

Dunagin's People — *Ralph Dunagin*
Jules Feiffer

Comics—Daily and Sunday

Andy Capp — *Reggie Smythe*
Apartment 3-G — *Dr. N. P. Dallis and Alex Kotzky*
B.C. — *Johnny Hart*
Captain's Gig — *(VIP) Virgil Partch*
Crock — *Brant Parker, Bill Rechin and Don Wilder*
Fred Basset — *Alex Graham*
Freddy — *"Rupe" Baldwin*
Funky Winkerbean — *Tom Batiuk*
Judge Parker — *Dr. N. P. Dallis and Harold LeDoux*
Kerry Drake — *Alfred Andriola*
Mark Trail — *Ed Dodd and Tom Hill*
Mary Worth — *Allen and John Saunders and Ken Ernst*
Miss Peach — *Mell Lazarus*
Momma — *Mell Lazarus*
Rex Morgan, M.D. — *Dr. N. P. Dallis, Frank Edgington and Marvin P. Bradley*
Rivets — *George Sixta*
The Ryatts — *Jack Elrod*
Steve Canyon — *Milton Caniff*
Steve Roper and Mike Nomad — *Allen and John Saunders and Bill Overgard*
Wizard of Id — *Brant Parker and Johnny Hart*

Editorial Cartoons

John Fischetti
Herblock — *Herbert L. Block*
Bill Mauldin
Bill Sanders

Entertainment

Daytime Dial — *Lynda Hirsch*
Glad You Asked That! — *Marilyn and Hy Gardner*
It Happened Last Night — *Earl Wilson*
Rock Talk — *Lisa Robinson*
T.V. Time / T.V. Day (T.V. Listings)

Fashion

Inside Fashion — *Eugenia Sheppard*
She — *Eleanor Lambert*
Tobe Says

Feature Page Columns

At Wit's End — *Erma Bombeck*
A Lovelier You — *Mary Sue Miller*
Shirley Lord
Star Tracking — *Jeanne Avery*
Talk to Dr. Salk — *Dr. Lee Salk*
Your Family Decorator — *Carleton Varney*

For Children

Cappy Dick — *Bob Cleveland*
Know How — *Peter Usborne*

newspapers worldwide

cerpts from the best and brightest of today's books.

Wrapped around this feature package is a string of suggested in-paper ads, radio spots, promotion and editorial ideas, plus a Social Studies Newsletter for your newspaper-in-the-classroom program.

Synergy is as flexible as it is readable. Helping to make the feature sections of more than 200 newspapers interesting and dynamic.

Gallup Poll

Gallup reports what Americans think.

For over 40 years The Gallup Poll has been the most accurate barometer of changing opinions on a complete range of social and political issues.

Will Carter remain high in the voters' hearts—and in the polls? Which of Carter's policies will net the biggest loss or gain in public confidence? How will the upcoming Congressional races shape the battle lines between the White House and Congress?

The Gallup Poll knows what's on America's mind. And that's news!

Uncle Ray
Ramon Coffman

Young Hobby Club
Bob Cleveland

Health

Food and Your Health
Dr. Frederick Stare

To Your Good Health
Dr. George C. Thosteson

Hobbies

Blue Kazoo
Clark Turner

Indoor Gardening
Jane Adler

It's Your Landscape
George Creed

Lucille Rivers on Sewing

Pat's Pointers
Pat Trexler

Snap-Kraft
Ellen Appel and Donna Smith

Human Relations

Ann Landers

Labor

Inside Labor
Victor Riesel

Panel Cartoons—Daily and Sunday

Big George
(VIP) Virgil Partch

Charmers
Hallmark

Dennis the Menace
Hank Ketcham

Grin and Bear It
George Lichty and Fred Wagner

Panel Cartoons—Daily Only

Belvedere
George Crenshaw

Brother Juniper
Fred McCarthy

Henny
Henny Youngman and Art Cumings

Men & Women
Mel Calman

Strictly Business
Dale McFeatters

The Girls
Franklin Folger

Word-A-Day
Mickey Bach

Sports Cartoons

Time Out!
Jeff Keate

Sports Features

Mark Trail's Outdoor Tips
Ed Dodd

Jimmy "The Greek" Snyder

Travel

Of All Places
Horace Sutton

Viewpoint

Bob Greene

Strictly Personal
Sydney J. Harris

Washington and International Columns

Inside Report
Rowland Evans and Robert Novak

News Focus
Charles Bartlett

Carl T. Rowan

Washington Insight
Joseph Kraft

Washington Who's Who

Betty Beale's Washington Letter

Field Newspaper Syndicate

401 North Wabash Avenue
Chicago, Illinois 60611
(312) 321-2795

DIRECTORY OF SYNDICATES

White Productions, Leo .....WHI
168 Strasser Ave., Westwood, Mass. 02090
Telephone (617) 326-9240
Mary V. White, Editor
Leo White, President

Douglas Whiting Limited .....DWL
930 DeCourcelle St., Montreal, Quebec H4C 3C8
Telephone: (514) 933-2749
D. P. Whiting, Pres.
Stan Ludwik, Director
Canadian representatives for United Feature Syndicate

Williams Newspaper Feature Syndicate, Inc. .....WIL
1927A Swanson Drive, (P.O. Box 8005),
Charlottesville, Va. 22906
Telephone: (804) 293-4709
G. Walton Lindsay, President

Wilson Features .....WLS
P.O. Box 369, Marysville, O. 43040
Telephone: (513) 644-6366
Rick Wilson, Pres.
Vicki Wilson, Vice Pres./Editor

Wilson's Western Humor .....WWH
Box 42, Casper, Wyo. 82602
Telephone: (307) 234-1034
J. J. Wilson, Publisher

Women Poll .....WMP
Parke Town East, 2200 Benjamin Franklin Pkwy.
Philadelphia, Pa. 19130
Telephone: (215) 567-7556
Irvin Penner, President
Lawrence H. Zisman, Executive Director
Cynthia Penner, Associate Director

Women's Wear Daily Syndicate .....
See Fairchild Syndication Service

Women's News Service .....WNS
200 Park Ave., New York, N.Y. 10017
Telephone: (212) 557-2333
William C. Payette, President
Sidney Goldberg, Executive Editor
William H. Ravenscroft, Vice Pres., Marketing
John J. Carroll, Vice Pres., Sales
Lewis A. Little, Vice Pres., Special Projects
Sheldon Engelmayer, Associate Editor
Jay Poynor, Assistant Marketing Director
Donald LaSpaluto, Assistant Sales Manager
Peter S. Willett, Special Projects Sales

World News Syndicate, Ltd. .....WOR
6223 Selma Ave. (P.O. Box 449), Hollywood, Calif.
90028
Telephone: (213) 467-7024
William C. Lane, Mng. Editor
Nancy Lane, Associate Editor

World Union Press .....WUP
507 Fifth Ave., New York, N.Y. 10017
Telephone: (212) 688-7557
UN Bureau, Room 373, Press Section, UN, N.Y.
Telephone: (212) PL 4-1234 (X2292)
David Horowitz, Editor-in-Chief
DR. M. I. Solomon,Asso. Editor
Wolf Pasmanik, Asso. Editor

World West Features .....WWF
P.O. Box 306, Elk Grove, Calif. 95624
Telephone: (916) 685-9378
Grace Hugo, Pres.

Y

Yoakum Features .....YKM
Reservoir Road, Lakeville, Conn. 06039
Telephone: (203) 435-2549
Robert Yoakum, Pres./Editor
Bonnie Hunter, V.P./Bus. Mgr.

Young Productions Limited .....YPL
#6, 1917 Kaltasin Road, R.R. 1, Sooke,
B.C., Canada V0S 1N0
Telephone: (604) 642-3689
R. A. Power, Pres.
Elsie E. Power, Secy.

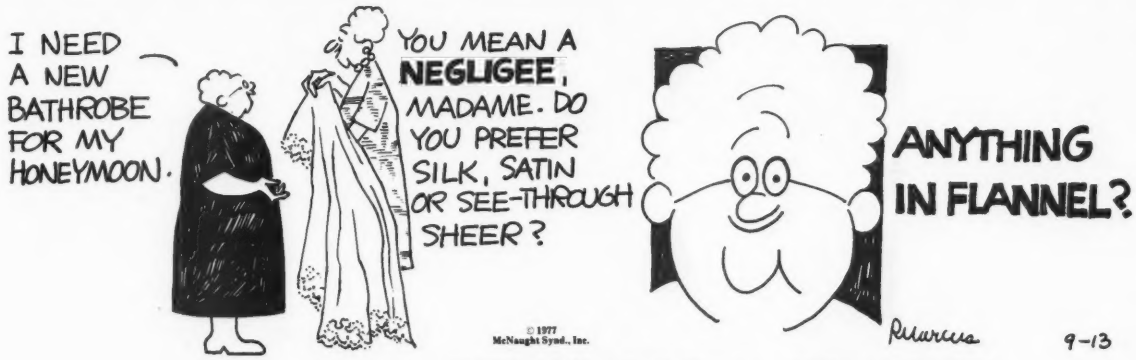
Your Fashion Image .....YFI
30 W. 54 St., New York, N.Y. 10019
Telephone: (212) C17-7300
Charlotte Wilkinson, Editor

Youth Research Institute .....YOU
404 East 55th St., New York, N.Y. 10022
Telephone: (212) 752-3489
Lester Rand, Pres.
S. J. Michelson, Vice Pres.
Robert Williams, Vice Pres.

SYNDICATE NAME CODE

ADA—Russell B. Adams
ADL—Adler Associates Syndicated Features
AF—Allied Feature Syndicate
AIM—Accuracy In Media, Inc.
ALA—ALA Press Service
ALX—Alexander's Local Cartoon Syndicate
AMF—Amusement Features Syndicate
AMW—American Way Features, Inc.
AND—Pat Anderson Features
APN—The Associated Press-AP Newsfeatures
AR—Arcadia Feature Syndicate
ARL—Arlem Productions
ARM—Army Times Syndicate
ARP—American Association of Retired Persons
ART—Artists and Writers Syndicate
ARU—Arthur's
ASC—Sidney Archer Syndicate
ASK—Ask Aunt Madge
AST—Astro-Int' News Syndication
AU—Auto News Syndicate
AUT—Automotive Features
AVA—Avalon Features Syndicate
AWP—Atlas World Press Review
BA—Bascome Syndicate
BAP—Baptist Press
BAR—Gary P. Baranik
BAS—Buddy Basch Feature Syndicate
BAU—Baughman Syndicate
BCF—Basic Chess Features
BEA—Beaudoin Syndicate
BEL—Belmont Associates
BET—Betancourt Advertising & Art
BFS—Better Filler Service
BIS—Barnes International Syndicate
BOM—Bomac Batton Ltd. Syndicate Department
BOR—Doug & Jean Borgstedt
BOU—Madame L. Bouchard
BPS—Black Press Service, Inc.
BRA—Irvine A. Brace
BRI—Arthur Brickman Associates
BRK—Brooks Publishing Corp.
BRT—Barbara Burtoff
BSF—Blackburn Syndicated Features
BUR—Ethel Burge
CAP—Capitol News Service
CAR—Dan Carlinsky Features
CCA—Community Club Awards, Inc.
CEN—Common Cents
CF—Columbia Features, Inc.
CFS—Cronin Feature Syndicating
CHA—Gerard Chapman
CHE—Chesstours
CHR—Chronicle Features
CIN—Cineman Syndicate
CNI—Consumer News Inc.
CNS—Copley News Service
COA—Nonnee Coan
COC—The Comedy Center, Inc.
COE—Cole Associates
COS—Mary Ellen Corbett Syndicate
COW—Cowpokes
CQ—Congressional Quarterly, Inc.
CRO—Crown Syndicate, Inc.
CRU—Crump Media Syndicate
CSP—Community and Suburban Press Service
CTN—Chicago Tribune-New York News Syndicate, Inc.
CWF—Canada Wide Feature Service Limited
DAN—Dany News Service
DAR—Darnell Sports Features
DDS—Doubleday Syndicate
DET—Detjen Philatelic News Service
DIA—Nina Diamond
DIC—Dickinson Newspaper Services, Inc.
DID—Didato Associates
DIS—Dispatch News Service
DPR—Dear Publication & Radio, Inc.
DRO—Marc Drogin Columns
DSR—Dunkel Sports Research Service
DTE—Down To Earth
DWL—Douglas Whiting Limited
ECS—Editorial Consultant Service
EDC—Editors Copy Syndicate
EDM—The Edman Co.
EDP—Editors Press Service
EDR—Editorial Research Reports
EES—Editorial Enterprises Syndicate
EF—Enterprise Features
ENG—S. & D. English
EPS—Exclusive Press Syndicate
ERI—Eridani Foundation
ERS—Editors Release Service
ESN—Enterprise Science News
FA—Fairchild Syndication Service
FAM—Family Features
FAS—Fashion 'n Figure
FEA—Feature News Service
FNI—Flager & Nelson, Inc.
FNS—Field Newspaper Syndicate
FRY—Frye Syndicate
FSF—Four Star Features
FUL—Fuller Enterprises
GAR—Garnett Enterprises, Inc.
GEL—Gelman Feature Syndicate
GF—Gates Features, Inc.
GG—Golden Gate Features
GIN—Theodore M. Ginsburg
GLA—Glasserlled Directory
GLS—Globe Syndicate
GNB—Graphic News Bureau
GNS—Gannett News Service
GOJ—Henry Gaines Goodman, Jr.
GOR—Goring Syndicate
GPL—Geiser Productions, Ltd.
GRA—David Graham Associates
GRE—Arthur S. Green Syndicate, The
GRF—Bill Griffith-Reporter
GRI—J. Griswold
GSM—GSM News Service/Garden State Media Inc.
GWN—Dave Goodwin & Associates
HAA—Harris & Associates Publishing Division
HAC—Harper Communications
HAR—Harvard Features Syndicate
HC—Harriet Carlson Newspaper Syndicate
HEL—Ray Helle Features
HEM—The Hempstone Syndicate
HEN—Henrikson Illinois Cartoon Service
HFF—Bob Harmon Football Forecast, The
HI—Homing In
HIC—Hi-C Enterprises
HIS—Hollywood Inside Syndicate
HOM—Home-O-Graph Co.
HOP—Hollywood Pit Stop
HOW—Howard Global Syndicate
HPS—Hopkins Syndicate, Inc., The
HRS—Hollywood Reporter Syndicate
HTF—Home Town Flavor
HUG—Henry Huglin
ICP—Inter-Continental Press Syndicate
INF—International Features
IND—Indelible Ink Works
IMN—Intermedia News and Feature Service
INO—Interocean Press Syndicate
INP—Interlude Productions
INR—International Religious News Service
INW—International Writers Service
ITP—Interpress of London & New York
JAN—Jandon Features
JDL—JDL Features
JEB—Joe E. Buresch
JPS—Journal Press Syndicate
JTA—Jewish Telegraphic Agency, Inc.
JUS—Just Us
KAR—R. Randolph Karch
KEA—Keister Advertising Service
KEL—Mark Allen Kellner
KFS—King Features Syndicate
KID—Kids' Corner
KIS—Kisses, Inc.
KNF—Knowledge News & Feature Syndicate
KNT—Knight news Wire
KSS—Kitchen Ssmpler
LAT—Los Angeles Times Syndicate
LAV—Patricia Lavin
LAW—Law Education Institute
LEF—Mike LeFan Features
LEG—Legal Briefs Associates
LEP—Le-Pac Features Syndicate
LES—Lester Syndicate
LEV—Samuel P. Levine
LKR—James Leiker
LOV—Love Syndicate
LTWP—Los Angeles Times/Washington Post News Service
LUI—Lui Associates
LUT—Lutheran Church In America, Dept. of Press, Radio & TV
LYN—Richard Lynn Enterprises
MAN—Manson Western Syndicate
MAR—M. W. Martin
MAT—Marie Mattson
MCF—Mid Continent Feature Syndicate
MCN—McNaught Syndicate, Inc.
MED—Media West
MEI—Donna Z. Meilach Features
MER—Merrell Enterprises
MFS—Minority Features Syndicate, Inc.
MIK—Randy Mink
MIL—Miller Services, Ltd.
MIT—Phyllis Mitchell Christian Features, Inc.
MLN—Miller News Service
MLS—Patsy Milligan Syndicate
MM—Minute Message
MNC—Moon Communications
MNF—Monitor News and Feature Service
MOG—Ralph Morgan Associates
MOR—Mark Morgan Inc.
MOS—Mort Olshan Sports Features
MSC—MSC, Inc.
MTN—MetroNews
NANA—North American Newspaper Alliance
NCF—National Catholic News Service
NEA—Newspaper Enterprise Association, Inc.

Readers today want more than just the news. They want to chuckle, think, laugh, learn, match wits, save $$, and improve their games.



BI-FOCALS by Ruth Marcus. (Daily and Sunday)

BI-FOCALS . . . the newest feature from McNaught for the newspapers most loyal readers, the senior citizens.

HEATHCLIFF by George Gately.
The cat that walked his way into the hearts of millions. (Daily and Sunday)

LOUIS RUKEYSER arrests your interest with a perennial subject, Money. (3 days a week)

TEXT FEATURES

HOLMES ALEXANDER observes the Washington scene from the conservative side. (4 days)

IT'S YOUR LIFE and The Christophers ask you to live it five days a week

CRISWELL helps your readers keep in touch with the future (1 a week)

LIFE BEGINS AT FORTY and **Joanne Farris** helps your readers believe it. (3 days)

URI GELLER, the man who put the psychic in phenomena (Weekend)

JOHN KEASLER belongs in your paper with his humor column. (4 days)

POTOMAC ETHICS by Lester Kinsolving. Controversial Washington commentator. (2 days a week)

INSIDE RELIGION by the Rev. Lester Kinsolving. A specialist in the politics of religion. (1 a week)

DORIS LILLY keeps your readers abreast of national and international personalities with this smart, newsy gossip column. (1 a week)

CARROLL RIGHTER, the astrologer's astrologer. (7 days a week)

STOP KILLING YOURSELF. Dr. Peter J. Steincrohn writes the plain truth about health and happiness. (5 days)

SUGAR BLUES by Bill Dufty and Gloria Swanson. They make you think sugar. (3 times a week)

CAPITAL FARE. Andrew Tully lifts the lid on the Capital and hits like a jackhammer. (4 days)

PANELS

ED FISCHER, editorial cartoons on a world of subjects (5 days)

GRAFFITI. One-column one-liners. Funny, witty, graphic. Worth its weight in space. (6 days a week)

SCRAM-LETS by Clay Pollan. Word puzzle fun for the whole family. (7 days)

STARGAZER by Clay Pollan. Charming astrological messages. (7 days)

THIS FUNNY WORLD. First-rate humor from first-rate professionals (6 days)

SPORTS QUIZ by Dick and Don Wright. One-column panel featuring authentic sports questions and answers with vivid illustrations. (5 a week)

CARTOONS AND CARICATURES by Dick Wright. In-depth editorial cartoons and masterful caricatures. More than 300 caricatures of leading world figures available to client papers

STRIPS AND PAGES

JOE PALOOKA by Tony DiPreta (Daily)
THE JACKSON TWINS by Dick Brooks (Daily)

HEATHCLIFF by George Gately (Daily and Sunday)

MICKEY FINN by Morris Weiss (Daily)

THE FLINTSTONES by Hanna-Barbera. (Daily and Sunday)

YOGI BEAR by Hanna-Barbera. (Sunday)

MUTT AND JEFF by Al Smith. (Daily and Sunday)

McNAUGHT SYNDICATE, INC.

60 East 42nd St., New York, N. Y. 10017
(212) 682-8787

SYNDICATE NAME CODE

NEW—New York Today, Inc.
NFS—National Features Syndicate
NGC—The Name Game Co., Inc.
NGS—National Geographic Society News Service
NIES—Newsweek International Editorial Service
NMD—NMD Features
NOB—Ricky Nobile Cartoons
NPS—News Portraits
NRS—News Research Service
NUM—Numismatic Information Service
NWS—News Associates
NYT—The New York Times Syndication Sales Corp.-Special Features
NYT-NS—New York Times News Service
NYT-P—NYT Pictures
OAK—Oakland Tribune Features, Inc.
OPS—Oceanic Press Service
OUG—Outdoor Gudeposts
OWS—On Wheels Syndicate
PAG—Page Publishers
PAU—J. S. Paul
PAY—Sanford C. Payne, Jr.
PCC—Photo Communications Co., Inc.
PET—Pet Parade, The
PF—Phoenix Features
PFB—Publishers Financial Bureau
PJC—Providence Journal Co.
PIO—Pioneer Press Service
PNR—Neal R. Peirce
POS—Jack Posner
PRA—Press Associates, Inc.
PRB—Press-Radio Bible Service, Inc.
PRI—Princeton Features
PRO—Prol
PUB—Public Insights
PUN—Phil E. Pierce
PWF—Press Wire Services/Press Wire Feature Services
PYL—Dolores Pyle
RAY—Rayr Thoughts
RBN—Richey-Bosch News Feature/Syndicate
REF—Real Estate Feature Services
REH—Charles Rehns
REL—Religious Drawings, Inc.
RER—Real Estate Research Institute
RFS—Reynolds Feature Syndicate
RHC—Real Estate House Calls
RIC—Dorothy Ricker
RIP—Rip Off Comics Syndicate
RNS—Religious News Service
ROB—Robbins & Associates
ROC—The Rockmore Company
ROL—Roll Call Report
ROO—Edith Kermit Roosevelt Syndicate
ROS—Rosettes
RPT—Rock/Pop Times
RTS—The Register and Tribune Syndicate Inc.
RTW—Right to Work News Service
SA—Soccer Associates and Jeffrey Lee Syndicate
SAW—Sawyer Press Feature Syndicate
SAF—Seven Arts News & Features
SAN—The Sandcastles Syndicate
SBP—BP Singer Features, Inc.
SCH—Miv Schaaf
SCR—Jolly Schram
SCS—States Cartoon Service
SF—Supenor Features Syndicate, Inc.
SFI—Suburban Features, Inc.
SFS—Snappy Filler Service
SHR—John H. Shropshire & Associates
SIE—Sierra Features
SIM—B. H. Simon Syndicate
SKI—The Skies Today
SM—Al Smith Feature Service
SMP—Summit Press Syndicate
SON—William Sonstein
SOU—Southern Cartoon Syndicate
SPA—F. G. Spadone
SPE—Specialty Features Syndicate
SPR—Standard Press Association
SPS—Spadea Syndicate, Inc.
SSN—Something Special Newspaper Syndicate
STA—Stamping Grounds
STE—Mark Stevens Features
STG—Star-Gazing
STO—Stock Market Graphic Features
STR—Star Service Syndicate
SUB—Suburban Features
SUN—Tornoto Sun Syndicate
SYN—Syndicated Features
TAB—The Alburn Bureau
TAG—Tagumi Features
TAP—Tel Aire Publications, Inc.
TAY—Lillian Taylor
TEE—Teenage Corner
TEL—Telstar, Inc.
TGT—The Green Thumb
THF—Robert Thornton Features
THG—The Hampshire Group
TIN—Tiny Features, Inc.
TM—Two Minute Mystery Series
TOE—Toedtman Enterprises
TRF—Travel Facts
TRQ—Trivia Quiz
TSS—Toronto Star Syndicate
TTI—Toby & Tulip, Inc.
TTW—Traveler's World Syndicate The
TVC—TV Compulog Services, Inc.
TVD—TV Data
TVT—TV Time/TV Day
TWN—Trans-World News Service
UB—U-B Newspaper Syndicate
UFS—United Features Syndicate, Inc.
UNI—University of Iowa News Service
UNP—Universal Press Syndicate
UOP—United Overseas Press
UPI—United Press International
UPIN—United Press International Newspictures
USA—U.S.A. Syndicate
VAN—Vance Communications
VMG—VIP Medical Grapevine
WAD—S. Leonard Wadler (Mark Twain Syndicate)
WAG—Philip Wagner Syndicate
WAR—Ward & Sons, Inc.
WEI—Weiss Philatelic-Numismatic Features
WER—Werner Feature Service
WHE—Wheller-Evans Syndicate
WHI—Leo White Productions, Inc.
WIL—Williams Newspaper Features Syndicate, Inc.
WIP—Wagner International Photos, Inc.
WLS—Wilson Features
WMP—Women Poll
WNG—Ward'N'Gord Features
WNS—Women's News Service
WOR—World News Syndicate, Ltd.
WPW—Washington Post Writers Group
WSS—Washinton Star Syndicate, Inc.
WUP—World Union Press
WWF—World West Features
WWH—Wilson's Western Humor
YFI—Your Fashion Image
YKM—Yoakum Features
YOU—Youth Research Institute
YPL—Young Productions Limited

ABBREVIATIONS, SYMBOLS, CLASSIFICATIONS

How Often Is Feature Supplied:

Annually	an
Daily	d
Sunday	S
Contract	cont
Daily & Sunday	dS
Daily except Saturday	dexSat
Daily except Sunday	dexS
Every other day	eod
Every other Sunday	eoS
Every other month	eom
Five times weekly	5tw
Three times per month	3tm
Occasionally	occ
Fortnightly	fn
Individual	ind
Monthly	m
Quarterly	qt
Seasonal	sea
Semi-monthly	sm
Semi-weekly	sw
Six times a year	6ty
Tri-weekly	tw
Weekly	w

Size of Feature

Number of words	500 etc.
Columns wide and inches deep	4c5", 7c4", 3c6", etc.
Page (Standard)	ps
Page (Tabloid)	pt
Double Truck	dt
Half-page (Standard)	hps
Half-page (Tabloid)	hpt
Half-page (Vertical)	hpv
Third-page (Standard)	tps
Third-page (Tabloid)	tpt
Quarter-page (Standard)	qps
Quarter-page (Tabloid)	qpt
Quarter-page (Horizontal)	qph
Sixth-page (Horizontal)	sph
Sixth-page (Vertical)	spv
Varies	var
Book length	bl

How Feature is furnished

Mimeographed	mim
Manuscript	man
Text copy acceptable for optional scanner equipment	ocr
Offset Reproduction Proofs	orp
Letterpress Copy	Lc
Illustrated	ill
Illustrated with glossy Print Photos	igp
Illustrated-photos in negative form	ing
Mat complete	mat
Illustration Only in mat Form	ilm
Wire	wire
Teletype	tt
Telex	telex
Xerox Copy	xerox
By mail	mail
Available on Tape	tape
Leased Teleprinter Circuits	tel
Also available in Spanish	*

Classifications (Indicated by "C")

- • Art (see 11—Columns)
- 1—Astrology, Graphology
- 2—Automotive
- 3—Aviation
- • Backgammon—(see 9—Chess-Checkers-Backgammon)
- 4—Beauty
- 4A—Boating
- 5—Books
- 6—Bridge
- 7—Business, Financial, Legal, Real Estate
- 8—Cartoons and Panels (Humorous)
- 9—Chess-Checkers-Backgammon
- 10—Children
- • Coins (see 38—Stamps, Coins, Medals)
- • College/University News (see 21—History, Politics)
- 11—Columns
- 12—Comics (strips and Sunday pages)
- • Cultural—Art, Entertainment, Literature, Poetry, Theatre (see 11—Columns)
- • Current Events (see 21—History, Politics)
- • Ecology (see 14B—Environment)
- 13—Editorial (text)
- 14—Editorial Cartoons
- 14A—Education
- • Entertainment (see 11—Columns)
- 14B—Environment/Ecology
- • Farming (see 19—Gardening)
- 15—Fashions
- 16—Fiction
- 17—Fillers, Poetry
- • Financial (see 7—Business, Financial, Legal, Real Estate)
- 18—Food
- 19—Gardening, Farming
- • Graphology (see 1—Astrology)
- 20—Health
- 21—History, Politics, Current Events
- • Horoscope (see 1—Astrology)
- 22—Household, Do It Yourself, House Plans, Interior Decorating
- • Legal (see 7—Business, Financial, Legal)
- • Literature (see 11—Columns)
- 23—Maps
- • Medals (see 38—Stamps, Coins, Medals)
- 24—Motion Pictures
- 25—Music
- 26—Nature
- • Outdoors (see 37—Sports Outdoors)
- 27—Patterns
- 27A—Pets
- 28—Photography (columns on)
- • Poetry (see 11—columns)
- • Politics (see 21—History, Politics)
- 28A—Picture/Photo Services
- 29—Puzzles-Quizzes
- 30—Radio-Television
- • Real Estate (see 7—Business, Financial, Legal, Real Estate)
- 31—Religion
- 32—Research, Polls, Surveys
- 32A—Retirement—Senior Citizens
- 33—Science
- • Senior Citizens (see 32A-Retirement)
- 34—Serials
- 35—Short Stories
- 36—Special Pages
- 37—Sports, Outdoors
- 38—Stamps, Coins, Medals
- 38A—Teen Age
- • Television (see 30—Radio-Television)
- • Theatre (see 11—Columns)
- 39—Travel
- 40—Veterans
- 41—Women's Pages

THERE'S ANOTHER SIDE OF THE NEWSPAPER BUSINESS.

The first responsibility of a good newspaper is to give readers hard-hitting, thoroughly documented, comprehensive coverage of the day's events.

But there's another side of the newspaper business that your readers want, too: commentary, insight, entertainment and good, clean fun. That's why we created Enterprise Features, a division of NEA. EF offers a variety of lively columns, contemporary features and services aimed at boosting your circulation.

Enterprise Features helps you satisfy a tough audience. Never have readers expected more from their newspapers. Today's readers demand a reflection and enhancement of their diverse lifestyles and interests. They seek fresh perspectives in the columns they read, and the features and comics they follow must be sophisticated, original and entertaining.

If there's an audience you're not reaching, consider these "extra attractions" available from Enterprise Features:

NEW!

The Greer/Kandel Report—Philip Greer and Myron Kandel, two of the top business financial writers in the country bring excitement to America's business pages with big-breaking stories that your readers understand and appreciate. (3w)

NEW!

Bio-dex—A new concept in reader-involvement features, Bio-dex by Ken Michaels gives readers a daily biorhythmic readout—readers can chart their physical, emotional and intellectual well-being for the day. Readership surveys by papers using Bio-dex show a strong following among the 18-39 age group in this new, popular behavioral "forecast" feature. (d)

Tune in Tomorrow—Jon Michael Reed's soap opera column developed an astonishing following immediately after it was introduced. Weekly synopses of all shows' sudsy action, plus news and interviews. (3w)

NEW!

Wright Angles—A contemporary comic strip by Larry Wright balances and blends comment and pure comedy. A family strip that families can relate to. (dS)

The Circus of P. T. Bimbo—Under the comic big top, all three rings are filled with a zany cast of characters created by Howie Schneider. (dS)

Jane O'Reilly—A social critic, a professional, who cares very much about issues. Funny and profound all at once. (1w)

ENTERPRISE FEATURES

a division of NEA

West Third & Lakeside
Cleveland, Ohio 44113
216-621-7300

Johnny Wonder—The finest way we know to introduce young people to the good habit of reading *your* newspaper. Top-quality prizes for questions selected. (dS)

It's On The Tip Of My Tongue—Pop culture from the last several decades is the nostalgic source material for Dan Carlinsky's entertaining weekly, illustrated trivia quiz. (w)

ShowTime—A complete entertainment service for weekend magazines or sections with full-color cover art (tab or 6¾" x 7"), illustrated cover story, TV-oriented panel cartoon, plus features and photos.

TV Scout—Complete critical TV preview service. Daily previews, Best Bets, Weekend Roundups, Ask TV Scout, movie previews, personality stories/photos, puzzles, and TV Scout Reports.

Otherwise—After a taste of Tom Fesperman's refreshing wit and humor, your readers will be watching for his next column. (3w)

Enterprise Publications—Pioneers in self-help newspaper series and paperback supporting books, these offers cover all interests. Coming yet this year: Preserving and Canning by Allan Swenson; Parent Power by John Douglas; All About Bikes by Richard Ballantine. Others about health, benefits, gardening, sewing and other topics.

Color Comics Printing—Format and feature flexibility, plus low prices, make our Sunday/Weekend color comics the best buy in the market.

Puzzles?—Your readers will be wild about our puzzles. Circulation-boosting Prize Crosswords, and Find-a-Quote, Theme Crossword, Challenge Maze, Diagramless, TV Crossword, TV Teaser and TV Test Pattern.

Patterns—In women's pages or brightening up your classified, patterns are profitable to your newspaper and pleasing to your readers. One illustrated pattern each day in both dress and needlework patterns.

INNOVATIONS

REACH THE READERS YOU WANT WITH THE

FEATURES

KNOW YOUR ANTIQUES®
Ralph and Terry Kovel
Once a week
antiques column written by experts

AFTER DIVORCE®
Dr. Melvyn Berke and Joanne Grant
Once a week
help for divorced, separated persons

THE MOTHER EARTH NEWS®
John Shuttleworth
Two releases a week
alternate life-style

BUY RIGHT®
Arthur Darack
Once a week
consumer column

THE HOUSE DOCTOR
Herman Baum
Once a week
do-it-yourself home repairs

WHY GROW OLD?
Josephine Lowman
Daily
health, diet and exercise

MAKIN' THINGS
Ed and Stevie Baldwin
Once a week
craft projects for everyone

ON CRIME
Jay Robert Nash
Once a week
stories about crime

LOOK SMART!
Harry Juster
Once a week
men's fashion column

NOW!
Gene Loyd
Three releases a week
do-it-yourself fashion trends

MANAGING YOUR FAMILY'S MONEY
Merle Dowd
Twice a week
consumer, money-saving column

WILL ROGERS SAYS . . .
Edited by Bryan Sterling
Five times a week
anecdotes from a great humorist

METRIC SYSTEM
Six parts, camera-ready
how to convert to metrics

OUR RELIGIONS
Dr. Carlyle Adams
Once a week

JACK DOUGLAS
Once a week
humor column

EDITOR'S CHOICE
Irregular
special articles and series

MAN ALIVE!
Don Bingham
Once a week
health, diet, exercise, grooming

COMIC DICTIONARY
Evan Esar
Seven times a week
humorous anecdotes

SOLUNAR TABLES
Jackie Knight
Weekly
times fish and game will feed

WORTH REPEATING
Theron Liddle
Seven times a week
famous quotations

ABOUT REAL ESTATE
Don Campbell
Once a week
buying, selling, investing

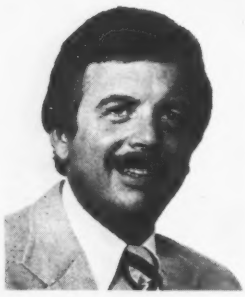
LET'S ASK THE COOK
Carol McGarvey
Three times a week
how and what to cook

HEARTLINE
Charles Musick
Three times a week
help for people of all ages

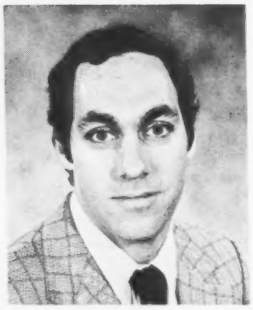
THE COUNTRY PARSON
Frank Clark
Daily
wit and wisdom in quips

OLD-FASHIONED THRIFT
Katie Hess
Three times a week
thrift tips to practice

SEW SIMPLE
Eunice Farmer
Once a week
techniques for professional look



DENNIS R. ALLEN
President



BRIAN J. FLYNN
Business Manager

JAMES B. COONEY
Executive Editor

R. RICHARD LONG
Marketing Coordinator

THE REGISTER AND TRIBUNE SYNDICATE,

REGISTER AND TRIBUNE SYNDICATE, INC.

THE CHRISTIAN SCIENCE MONITOR®
News and Photo Service

The output of the award-winning staff of The Christian Science Monitor® can give your newspaper a valuable extra dimension. At a reasonable rate, Monitor copy and art brightens every section — news, editorial, features and sports — of nearly 200 newspapers. And the regular collection of editorial page columns and cartoons, feature columns and specialty items amounts to a built-in feature package.

EDITORIAL PAGE

WATCH ON WASHINGTON
Clark Mollenhoff
Once a week
news, reports, expose from Washington

FOOD AND AGRICULTURE AFFAIRS
Lauren Soth
Once a week
food facts for consumers

ROY WILKINS
Once a week
commentary on racial problems

INTERPRETIVE REPORT
Stanley Karnow
Once a week
political commentary

DENIS WARNER
Irregular
major events from Southeast Asia

IN THE PUBLIC INTEREST
Ralph Nader
Once a week
report on consumer interests

CARTOONS

CITIZEN SMITH
Dave Gerard
Daily panel
satire on day-to-day living

THE FAMILY CIRCUS®
Bil Keane
Daily and Sunday
No. 1-rated panel

ADOORNMENTS
Schmitz-Tate
Daily panel
clever signs on doors

THE BETTER HALF®
Ruth Barnes
Daily panel and Sunday
features Stanley and Harriet Parker

THE AMAZING SPIDER-MAN®
Stan Lee and John Romita
Daily and Sunday strip
crime fighting web-slinger

PERKINS
John Miles
Daily strip
subtle-humor pantomime

OFF THE RECORD
Ed Reed
Daily panel and Sunday
time-tested humor panel

CHANNEL CHUCKLES
Bil Keane
Daily panel
humor around TV set

LAUGHS FROM EUROPE
Various artists
Daily panel
Europe's top humor

CONAN THE BARBARIAN™
Roy Thomas and John Buscema
Daily and Sunday strip
the Cimmerian with gigantic mirth

AMY®
Jack Tippit
Daily panel
a little girl who delights readers

HOWARD THE DUCK™
Steve Gerber and Gene Colan
Daily and Sunday strip
supercharacter of social commentary

EDITORIAL CARTOONS

ED GAMBLE
Editorial cartoons
five cartoons a week

C.P. HOUSTON
Editorial cartoons
six cartoons a week

JANE CROLL
Editor/Promotion Director

C. ALAN LEEDS
East Coast Sales Representative

TERRANCE C. McNALLY
Midwest Sales Representative

JOHN FERGUSON
West Coast Sales Representative

INC. • 715 Locust Street Des Moines, Iowa 50304 • PHONE 515-284-8244

TITLES OF BY-LINED FEATURES

A

A Changing World—John Pinkerman ... NWS-CNS
A Child Learns To Swim ... TSS
A Conservative View—James J. Kilpatrick ... WSS
A Good Book To Read—Martin J. Ross ... LAW
A Good Idea—Mike LeFan ... LEF
A Hand Around The House—A. J. Hand ... LAT
A Happy Home—Dorothy Yoder ... INR
A Letter Of Fact And Analysis—Sidney DoBroff ... GPL
A Liberal View—George Mair ... LAT
A Little Leary—Bill Leary ... LAT
A Little Prayer—Mary Alice Bennett ... AF
A Lovelier You—Mary Sue Miller ... FNS
***A New You**—Emily Wilkens ... KFS
A Problem Today—Ida Nettleton ... SBP
A Stitch In Time—Julia Horne ... TWN
A Time To Live—Robert Walton ... UNP
A Woman And Her Money—G. L. Ludcke ... BEL
A Woman Like You—Frances Scott ... BAS
A Woman's View of Foreign Affairs—Trudy Mulcahy Howard ... HOW
A Word Edgewise—John P. Roche ... KFS
About Books—American Library Assn. ... NEA
About People ... UPI
About Real Estate—Don Campbell ... RTS
About Your Home—Rose Marie O'Cain ... EDC
Abroad At Home—Anthony Lewis ... NYT-NS
Accent On Pets—Barbara A. Wilson ... TWN
According To Guinness ... UNP
Accuracy In Media—Reed Irvine ... AIM
Adam's Rib—Eve Adams ... TWN
Adolph Hitler—John Toland ... DDS
Advanced Motoring Tips—Gilbert Shelton ... RIP
Adventure Postpaid—Jeff Miller ... SA
Advertising Basics—Hal Betancourt ... BET
Advice To The Taxlorn—Jacob Smith ... INO
Affairs Of Nations—Henry Hughn ... HUG
Affairs Of State—Fred W. Kline ... CAP
Agatha Crumm—Bill Hoest ... KFS
Agony Is ... ITP
Agricultural Roundup ... CAP
Aid For The Handicapped—Charles Rehns ... REH
Air Hawk—B. Foley ... SBP
Alan Grey Says—Alan E. Grey ... TWN
Alex In Wonderland—Bob Cordray ... CNS
Alexander's Local Cartoons—Jerry Alexander ... ALX
Alice Widener Column—Alice Widener ... USA
All About Horses—John H. Shropshire ... SHR
All About Pets—Eleanor Price ... LAT
All About Phil Miracle's World—Phillip Miracle ... TWN
All About Wine—Ruth Ellen Church ... CTN
All Sports Quiz—Darnell Gary ... DAR
All You Want To Know About Gems—Without Asking!—Joe Holberg ... RBN
Allen W. Mathies, Jr., M.D. Column—Allen W. Mathies, Jr., M.D. ... ICP
Alley Oop—Dave Graue ... NEA
Along The Camping Trail ... BA
Along The Food Trail—The Bascomes ... BA
Along The Wine Trail—The Bascomes ... BA
Alphabet Soup—Barbara Burtoff ... BRT
Altar Stairs—Dr. John Kirkpatrick ... HPS
American Enterprise—Brice McQuillin ... TWN
American News Report—Ben Gallob ... JTA
American Viewpoint ... CSP
America's Runaways—Christine Chapman ... JPS
Amory's People—Cleveland Amory ... LAT
Amy—Jack Tippit ... RTS
An Americanist Viewpoint—Grace Hamilton ... AMW
An Editor's Outlook—Jenkin Lloyd Jones ... LAT
Anagrams—Kevin Matthews ... UFS
Andrew Greeley's View—Andrew Greeley ... UNP
Andy Capp—Reggie Smythe ... FNS
Animal Crackers—Roger Bollen ... CTN
Animal Puzzles—W. Trag ... SBP
Animalogic—Ed Nofziger ... LAT
Ann Landers Column—Ann Landers ... FNS
Anonymous—Fiebig & Prince ... LAT
Another Look—Robert Yoakum ... YKM
Another View—John Stees ... UFS
Antiques And Stuff—Anne Gilbert ... UFS
Antiques Appraisal Clinic—Charles Carroll ... CRO
Antiques Fair—Erwin L. Hess ... UFS
Antiques in America—Joseph T. Ott ... PJC
Antique Wise—Dorothy Hammond ... CF
Any Man Can—Wayne Roberts ... TWN
Apartment Decorating—Jennifer Tahtinen ... SUB
Apartment Modes—Carole Eichen ... CNS
Apartment 3-G—Alex Kotzky ... FNS
Apple Pie—Boyd & Wood ... MOR
***Archie** ... KFS
Army Funnies—Buddy Basch ... BAS
Arnie—Arne Stockholm ... SBP
Around & About Hollywood—Eliza Ross ... TWN
Around Hollywood—Luanne Murray ... TWN
Around The Garden—Joan Lee Faust ... NYT
Around The House—Jan Paul ... PAU
Around The World With Delaplane—Stan Delaplane ... CHR
Art Buchwald Column—Art Buchwald ... LAT
Art For Love & Money—Shannon Kelly Clark ... RBN
Art Poinier—Art Poinier ... UFS
Art's Gallery—Art Finley ... UNP
As You Were—Jim Baker ... PIO
Asia Memo—Edward Neilan ... CNS
Asian Report—Mark Gayn ... TSS
Ask About Antiques—Herman & Orcutt ... UFS
Ask Almyra—Jocelyn Loebl ... TWN
Ask Andy ... LAT
Ask Anybody . . . Anything—Martin Alwyn ... NANA
Ask Aunt Madge—Mary Madge Saksena ... ASK
Ask Beth—Elizabeth Winship ... LAT
Ask Dick Kleiner—Dick Kleiner ... NEA
***Ask Dr. Brothers**—Dr. Joyce Brothers ... KFS
Ask Dr. Landau—Miriam Landau ... LAT
Ask Jennifer—Jennifer Anderson ... LAT
Ask The Doctor—Dr. William Goldwag ... CNS
Ask The Lawyer—Albert Rich ... RBN
Ask Your Vet—Dr. Michael Fox ... CTN
Assignment: America—Phyllis Battelle ... KFS
Assignment: Television—Terrence O'Flaherty ... CHR
Astro Analysis—Sonia McGinnis ... MOR
Astro*Graph—Bernice Bede Osol ... NEA
Astrological Forecast—Sydney Omarr ... LAT
Astrology—Eridani ... ERI
Astrology In Time & Space—Steven Schmidt ... TWN
Astrology Today—J. Naylor ... SBP
Astrology-Today—Sybil Leek ... SBP
At Large—Ellen Goodman ... WPW
***At The Forum**—Wayne Sjolin ... CWF
At The Movies With Russell B. Adams—Russell B. Adams ... ADA
At Wit's End—Erma Bombeck ... FNS
At Your Leisure—Craig MacDonald ... CNS
At Your Service ... ARM
Audiolab—Gerard Resjkind ... CWF
Aunt Julia—Dr. Marie Joachim ... TWN
Australian Home Journal ... OPS
Australian Women's Weekly ... OPS
Authors & Books—Gary Baranik ... BAR
Auto Album—Ted Burness ... UFS
Auto Astrology—Manfred ... AST
Auto Service Tips ... CSP
Auto Topics—Edward Janicki ... TWN
Automotive—Ida Fried ... EPS
Aviation—R. Bruckner & J. Barnes ... BIS
Axioms, Aphorisms, and Epigrams—Lloyd Wheeler ... TWN

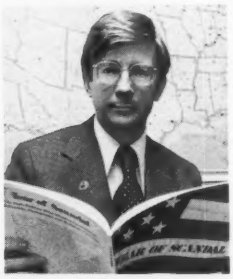
B

B. Jay Becker's Contract Bridge—B. Jay Becker ... KFS
Backgammon—Omar Sharif ... CTN
Background Maps—Tom Hoge ... APN
Backstairs At The White House—Helen Thomas ... UPI
Backyard Bonanza—Michelle Hickman ... TWN
Backyard Bounty—Jan Riggenbach ... JAN
Backyard Gardener—Patrick Denton ... CNS
Baloney—Martin Duffy ... TWN
Baptist Press Features—James Lee Young (Ed.) ... BAP
Barbs—Phil Pastoret ... NEA
Bark Back—Dahna & Dammon ... TWN
***Barney Google and Snuffy Smith**—Fred Lasswell ... KFS
Barnyard Gate—Sarge O'Neill ... SOU
Basil—Gerry Lants ... UNP
B.C.—Johnny Hart ... FNS
Be A Good American—H. Everest "Hi" Clements ... HIC
Beard On Food—James A. Beard ... WSS
Beautiful!—Barbara Jones Charles Bowen ... AF
Beauty Bits—Kathryn Amidon ... WOR
Beautiful Homes—Mid Hankey Paulus ... MCF
Beauty Hints—April Anastasi ... ASC
Beauty Hints—Dina Dellale ... EPS
Beauty Is—Lucille Bouchard ... BOU
Beauty Tips From Hollywood ... SBP
Bee Smart—John Prinkey ... FSF
***Beetle Bailey**—Mort Walker ... KFS
Before You Buy—Margaret Dana ... UFS
Behavior—William Cromie ... ESN
Behavior and Business—S. V. Didato, Ph.D. ... DID
Behavior In The News—S. V. Didato, Ph.D. ... DID
Behavior Quiz—S. V. Didato, Ph.D. ... DID
Behind The Scenes At The United Nations—David Horowitz ... WUP
Behind The Seams—Peggy Bende! ... SUB
Behind The Seen—Virgil W. Dorweiler ... TWN
Belvedere—George Crenshaw ... FNS
Ben Hardy—Jim Baker ... PIO
Ben Wicks—Ben Wicks ... SUN
Benchwarmer's Sports Trivia—Bob Alexander ... CNS
Bernstein On Words—Theodore M. Bernstein ... NYT
Berry's World—Jim Berry ... NEA
Best Cartoons From Europe ... SBP
Best Family Cartoons From Germany ... SBP
Best Of Press—L. Hughes ... EDC
Best Sellers Fiction & Non-Fiction ... SBP
Best Sellers—Publishers Weekly ... NANA
Best Sellers Showcase ... UNP
Better Bridge—Robert Rosenblum ... CNS
Better Filler Service—M. H. Smith, Mgr. ... BFS
Better Living With The Stars—Ruth Thompson ... DIC
Better Way—Dorothy Yoder ... INR
Betty Beale's Washington Letter—Betty Beale ... FNS
Between the Lines—Edith Kermit Roosevelt ... ROO
Between Us—Dr. Alice Ginott ... KFS
Between Us Girls ... AF
Between You & Me—Boris Smolar ... JTA
Bible/Crostic—Ray Helle ... HEL
Bible Verse—Jack Hamm ... SM
Bible Verse—L. R. Hughes ... EDC
Bi-Focals—Ruth Marcus ... MCN
***Big Ben Bolt** ... KFS
Big George—Virgil Partch ... FNS
Bigg's Business—Robert Zahn ... TWN
Billy Casper Says—Bill Casper ... UFS
Biochart—Ken Michaels ... SUN
Black Bi-Weekly News From Encore ... PRI
Black & White Stock Photo Library ... CWF
Bishop Sheen Writes—Bishop Fulton J. Sheen ... WSS
Black News Report ... BPS
Black Sports—Sam Skinner ... BPS
Black Sports Journal ... BPS
***Blondie**—Dean Young and Jim Raymond ... KFS
Blood and Money—Thomas Thompson ... DDS
Blue Kazoo—Clark Turner ... FNS
Boating—Julius Cooper ... UFS
Boating—Ida Fried ... EPS
Bob Dana On Wine—Bob Dana ... NEW
Bob Greene—Bob Greene ... FNS
Bobby—S. M. Iger ... PF
***Boner's Ark**—Addison (Mort Walker) ... KFS
Book Best Seller List ... TSS
Bood Digest ... OPS
Book Marc—Marc Drogin ... DRO
Book Marks—Mid Paulus ... MCF
Book Notes—Larry Stevens ... ECS
Book Reporter ... JPS
Book Reviews—Robert Emmett McLeod ... FEA
Book Reviews ... CNS
Book Reviews—John Pinkerman ... NWS
Book Reviews—David Horowitz & D. Benarone ... WUP
Book Reviews (Children's)—M. F. Stroud ... FEA
Book Shelf—Lee James ... SA
Book World—Myrna Grier ... ITP
Book World Service (Washington Post Book World) ... WPW
Books—Hans Holzer— ... EPS
Books For Around The House—Jan Paul ... PAU
Books For The Coffee Table—John Donald ... TAG
Books in Review ... IMN
Books-into-Serials ... CHA
Bookviews—Alan Caruba ... INP
Boomer—Bill Brown and Mel Casson ... UFS
Botony Boy—David B. Wood ... TWN
Bottom Ten—Steve Harvey ... UNP
***Bout Books**—Phillippa Ruth ... WOR
Bowling Tips—Dick Weber & Patty Costello ... UFS
Brain Teasers—Ali Hachel ... OPS
Brain Twister—Amery Brown ... OPS
Bramson's World—Betty Bramson ... TWN
Breaker, Breaker—J. W. Lynch & Mike MacCormack ... CNS
Brenda Starr—Dale Messick ... CTN
***Brick Bradford**—Paul Norris ... KFS
Bridge—Carl Brett ... GIN
Briefs ... EDC
***Bringing Up Father**—Kavanagh—Fletcher Camp ... KFS
Broadsides—Charles Barsotti ... LAT
Broadway Backstage—Ken Van Laer ... BIS
Broadway Ballyhoo—Radie Harris ... HRS
Broadway Box Score ... UPI
Broadway Interviews—Rebecca Morehouse ... WNS
Broadway Karikatures—Joe Kaliff ... AMF
Broom-Hilda—Russ Meyers ... CTN
Brother Juniper—Fred McCarthy ... FNS
Brother Simon and Lucas—Pedro R. Moreno ... TWN
Bryant/Hall Travel—G. Bryant/G. Hall ... TSS
Buescher Editorial Cartoons—Alfred J. Buescher ... KFS
Bugs Bunny—Ralph Heimdahl/Al Stoffel ... NEA
Build It Yourself—Joseph Kline ... TWN
Bureaucratic Bumbling—Stu Pidirty ... TWN
Business and the Stock Market ... PFB
Business Briefs—Martin J. Ross ... LAW
Business Law Bits—Ritter & Levine ... LEG
Business Outlook—J. A. Livingston ... FNS
Business Roundtable ... GNB
Business Today ... UPI
Business Week In Review ... UPI
Business World ... UPI
Buster—Aaron Bacall ... TWN
Butter & Egg Man—Philip Streitz ... SBP
Buy Right—Arthur Darrack ... RTS
***Buz Sawyer**—Roy Crane ... KFS
By No Means Neutral—Ernest B. Furgurson ... LAT

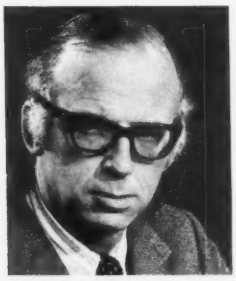
C

California Crossroads ... WWF
Calling Coll-en—Colleen Dudgeon ... CSP
Calorie Countdown—Susan Duff Mastro ... MCN
Camera College—Irvine A Brace ... BRA
Camera College—John Barras Walker ... MIL
Camping All Year Round—Bob Nesoff ... MCN
Camping Family Style—Angela Ford Bothwell ... SUB
Canadian Business Report—John Meyer ... TSS
Canadian Chess—Lawrence Day ... TSS
Canadian Comment—Peter Ward ... SUB
Canadian Crossword—Al Power ... YPL
Canada's Business—Bruce Whitestone ... DWL
Candle & Mirror—Fred Dodge ... MM
Capital Fare—Andrew Tully ... MCN
Capitol Comedy—Jack Posner ... POS
Cappy Dick—Robert Cleveland ... FNS
Captain and The Kids—John Dirks ... UFS
Captain Easy—Bill Crooks & Jim Lawrence ... NEA
Captain's Gig—Virgil Partch ... FNS
Car Crazy—Bilko ... SBP
Careful Shopper—Ross Williams ... NRS
Careers—Joyce Lain Kennedy ... SFI
Caricatures—Ralph Yoes ... CNS
Caring For Your Car—Ray Hill ... LAT
Carl Rowan—Carl T. Rowan ... FNS
Carmichael—Dave Eastman ... LAT
Carnival—Dick Turner ... NEA
Carroll Righter Horoscope—Carroll Righter ... MCN
Carolyn's Collections—Carolyn Anderson ... AMW
Car Talk—Ray Hite ... ECS
Cartoon Bug—John Gallagher ... TSS
Cartooncatures—Sarge O'Neill ... SOU
Cartoon Comment On Illinois Affairs And Politics—Arthur A. Hendrickson ... HEN
Cartoons—Ralph Yoes ... CNS
Cartoons—Bob Englehart ... CNS
Cartoons—Doug Borgstedt ... CNS
Cartoons—Dean McElhatton ... AMW
Casey—Charles Rodriguez ... CTN
Cassini Carousel—Igor Cassini & Diane Judge ... CF
Catfish—Rog Bollen ... CTN
Cathy—Cathy Guisewite ... UNP

Commentary



George F. Will



David S. Broder

William Raspberry

Lifestyles

Ellen Goodman

Economics

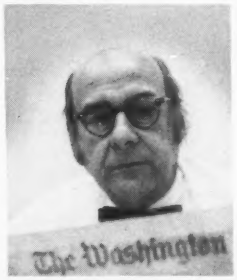
Hobart Rowen

Jane Bryant Quinn

Sports

Joan Ryan

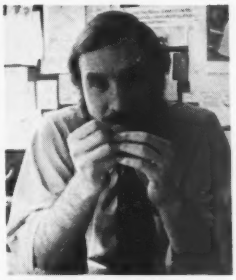
Media



Charles B. Seib

Illustration

Geoffrey Moss



Tony Auth

Bylines that build readership

Ten great ways to strengthen different pages and departments of your newspaper.

George F. Will
The 1977 Pulitzer Prize winner for distinguished commentary. His twice-a-week columns are a regular feature in 235 newspapers.

David S. Broder
Winner of the 1973 Pulitzer Prize for distinguished commentary and one of the most influential and respected political columnists in America. His twice-weekly columns are now being carried by 210 newspapers.

William Raspberry
"The most respected black voice on any white U.S. newspaper," said *Time*. His new urban affairs/minority issues column has become an instant winner. Twice weekly.

Ellen Goodman
This Boston Globe columnist takes a lively, discerning look at contemporary issues, for editorial or lifestyle pages. Twice weekly.

Hobart Rowen
Economics Editor of The Washington Post. He is one of the top five business writers in the country, according to a poll conducted by MORE. Two columns each week.

Jane Bryant Quinn
The Hancock award-winning author of "Staying Ahead," a personal finance column filled with down-to-earth advice for consumers and investors. Three columns a week.

Joan Ryan
A newly-syndicated weekend sports column with a woman's viewpoint that attracts both male and female fans. Once weekly.

Charles B. Seib
The Post's Ombudsman writes a weekly "News Business" column on national media issues. Helps assure your readers that the press is not afraid to monitor its own performance.

Geoffrey Moss
One of America's outstanding young artists, his stylish drawings can help perk up Sunday and editorial page features. Ten illustrations monthly.

Tony Auth
A Pulitzer Prize-winning cartoonist who captures the issues with a light touch, making readers laugh even when it hurts. A minimum of three cartoons each week.

For rates and availability on any columnist or feature, call collect, or write William B. Dickinson, Jr., (202) 223-5177, The Washington Post Writers Group, Washington, D.C. 20071

The Washington Post Writers Group

A syndicated service from The Washington Post

TITLES OF BY-LINED FEATURES

Caucus—Hugo ... WWF
C B Break—Mike Wendland ... UNP
C B Column—Fred Gregg, Jr. ... NEA
C B In Action—Dick Cowan ... KFS
C B Sender—Michael McCormack ... CNS
Cecil Smith Television Column—Cecil Smith ... LAT
Celebritee-Hees—Buddy Basch ... BAS
Celebrities Laugh ... OPS
Celebrities Speak ... OPS
Celebrity Cookbook—Marsha Ryan ... TWN
Celebrity Cookbook—Johna Blinn ... LAT
Celebrity Dining—Helen Naismith ... TWN
Celebrity Interviews—Cindy Adams ... WNS
Celebrity Parade—Cathy Post Field ... SUB
Celebrity World—Bill Murray ... MFS
Centerpiece ... NYT
Challenge Maze ... EF
Champion Athlete—John Unitas & George B. Dintman ... TWN
Change Your Handwriting—Change Your Life
—Patricia Lavin ... BUR
Channel Chatter—Phyllis Maxwell ... TWN
Channel Chuckles—Bil Keane ... RTS
Channel Jockeys—Phil Evans & Jim Asher ... WHE
Charmers—Hallmark ... FNS
Chasing A Career—Kirby W. Street ... SMP
Check Your Knowledge—Donald Saltz ... TRQ
Chef Marcia—Marcia Burg ... WNS
Chess—Joseph Livingston/LeRoy Dubeck ... SPS
Chess—Sidney A. Silberman ... CWF
Chess Quiz—Shelby Lyman ... BCF
Chess Master—George Koltanswoski ... GG
Chess Points—Ross Williams ... CNS
Chicago Daily News/Sun Times/Newhouse News Service ... FNS
Children—Ida Field ... EPS
Children's Puzzles—W. Trag ... SBP
Ching Chow—Henri Arnold ... CTN
Child's Play—Sara Lee Massey ... TWN
Chris—Pedro R. Moreno ... TWN
Christmas Stories ... SBP
***Christmas Strip**—Walt Disney ... KFS
Christmas Strip—Barbara Craig/Don Baur ... NEA
Church Chuckles—Charles Cartwnght ... SM
Church Forum—Dorothy Yoder ... INR
Church Invites You—Dorothy Yoder ... INR
Church Page—Gus Wood ... MOR
Cindy Says—Cindy Adams ... UFS
Citizen Smith—Dave Gerard ... RTS
Citizens On Radio—E. Z. Strange ... CRO
City Editor's Tip Service—John Clift ... LAT
Classy Ads ... CRO
Claudia's Corner—Claudia E. Lico ... TWN
Cleo-Magazine From Australia ... OPS
Clip 'N' Cook ... CNS
ClothesLines—Marylou Luther ... LAT
Coast To Coast—Dick Maurice ... CNS
Coin Counting—Barbara White ... NUM
Coin Notes—Ronald Anders ... AR
Coin Roundup—Edward C. Rochette ... LAT
Coin-Stamp-Medal World—F. G. Sadone ... SPA
Coinword—Robert Pearsall ... LAT
Collector's Corner—Thomas A. Bateson ... UFS
Collector's Item—John Hearn ... TSS
College Power Ratings—Mort Olshan ... MOS
Colonial Kitchen Corner—Robert W. Pelton ... TWN
Color Photo Division—The Image Bank of Canada ... CWF
Color Picture ... UPIN
Color The Drawing—W. Trag ... OPS
Column—James Reston ... NYT-NS
Column Closers ... NEA
Comic Dictionary—Evan Esar ... RTS
Commands For Your Success—Whitt N. Shultz ... KNF
Comment On Sports—Pete Fritchie ... EDC
Commentary ... SAF
Common Cents—Kate MacQueen ... CHR
Community Club Awards—John C. Gilmore ... CCA
Computer—Friend Or Foe—Martin Nussbaum ... TWN
Common Word Used in an Uncommon Way—Patricia Lavin ... LAV
Conan the Barbarian Daily—Roy Thomas/John Buscema ... RTS
Conan the Barbarian Sunday—Roy Thomas/John Buscema ... RTS
Congressional Quarterly Service—Peter Harkness ... CQ
Consumer Aids—Virginia Mace ... NRS
Consumer Contact—Arthur Rowse ... CNI
Consumer Corner ... CAP
Consumer Fraud—Don't You Be Cheated—Joe Werner ... WER
Consumer Guidelines ... CSP
Consumers Beware—Lynne Gordon ... SUN
Consumers' Dilemma, USA—Samuel P. Levine ... LEV
Consumer's Question Box—Margaret Dana ... UFS
Contemporary Living—Letita Baldrige ... LAT
Continental Diary—Noel Anthony ... NANA
Conversation Pieces—Wm. A. Leavell ... ERS
Cookin' With Moxie—D. B. Shaw ... TWN
Cooking—Norma Barash ... JTA
Cooking Corner ... CNS
Coping Better—James Leiker ... LKR
Coral Corner—Billy Hankey ... MCF
Corinth The Jeweler—Kelly and Seymour ... TWN
Cosgrove—Martin Duffy ... TWN
Cosmic Signs ... TVC
Country Music—Jack Hurst ... CTN
Country Music People—Peggy Russell ... TWN
Country Music Scene—David Graham ... GRA
Country Parson—Frank Clark ... SM-RTS
Country Sunshine—Betty Holberg ... RBN
Country View—Wendell Curtiss ... TWN
Cowpokes—Ace Reid ... COW
C. P. Houston—Clyde Peterson ... RTS
Craft For Kids—Yvette Cummings ... TWN
Craft Patterns—Smith Studios ... FNS
Crazy Capers ... MIL
Crazy Capers ... CF
Creative Crafts—Dona Z. Meilach ... MEI
Creative Home Crafts—Timothy Ahearn ... ART
Crime Flashbacks—J. Haines ... SBP
Crime Science—Jack Barnes ... BIS
Criss-Cross—Ronald McCullough ... ARL
Criswell Predicts—by Criswell ... MCN
Critic-At-Large—Norman Nadel ... NEA
Crock—Bill Rechin ... FNS
Crossword ... EDC
Crossword Puzzle ... CSP
Crossword Puzzle ... SUB
Crossword Puzzle ... MCN
Crossword Puzzle—Bernice Paschen ... SM
Crossword Puzzle—Nina Cooper ... APN
Crossword Puzzle—Katie Desatta ... MOR
Crossword Puzzle with Cryptoquips—Eugene Sheffer ... KFS
Crossword Puzzle with Cryptoquips—Thomas Joseph ... KFS
Crossword Puzzler ... UFS
Crosswords ... NEA
Crosswords ... CNS
Crosswords Galore—Alan Foley ... SBP
Crusaders, Criminals & Crazies—Frederick D. Hacker ... UFS
Curt Gowdy's Fish and Game Tips—Curt Gowdy ... KFS
Custom Caricatures—John Prinkey ... FSF
Cut Your Own Taxes and Save—Ray DeCrane ... NEA

D

Daily And Weekly Crosswords—C. Gordon ... OPS
Daily Crossword ... NYT
Daily Investor—Don G. Campbell ... UFS
Dave News Record ... FA
Daily Short Story ... OPS
Daily Stock Market Chart (Short Term Trend)—
Charles E. Carden ... STO
Daily Trivia Quiz—Donald Saltz ... TRQ
Dalton Camp—Dalton Camp ... TSS
Dan Carlinsky Column—Dan Carlinsky ... CAR
Darling You Are Growing Old If You Remember . . .
—Robert Goddard ... TWN
Darnell Forcast—Darnell Gary ... DAR
Dateline America—Jeffrey Blyth ... ITP
Dateline: Detroit—Don O'Reilly ... AU
Dateline Europe—Karol C. Thaler ... NANA
Dateline: Jerusalem—Sigismund Goren ... NANA
Dateline: Moscow—Albert Axelbank ... NANA
Dateline: New York—Alan Tigay ... NANA
Dateline: Paris—Leo Ryan ... NANA
Datelinesac ... CAP
Dateline: U.N.—Louis Halasz ... NANA
Dateline Washington—Ted Edwards ... TWN
David S. Broder Column—David S. Broder ... WPW
David Simpson—David Simpson ... UFS
Daytime Dial—Lynda Hirsch ... FNS
D.C. Current—Cyrene Dear ... DPR
Dear Abby—Abigail Van Buren ... CTN
Dear Consumer—Virginia Knaver ... CNS
Dear Debbie—Deberah White ... MCM
Dear Mother Earth—Joel & Lynn Rapp ... LAT
Dear Sally—Sally Casey ... OPS
Dear Teddy, Washington D.C.—Theodore Roosevelt Ogden ... TWN
Deco Plans—Jean-Paul St. Michel ... LAT-CWF
Decor Score—Barbara Hartung ... CNS
Deems—Tom Oka ... SM
Dempster's Diary—Nigel Dempster ... ITP
Denis Warner Column—Denis Warner ... RTS
Dennis McCarthy Column—Dennis McCarthy ... ICP
Dennis The Menace—Hank Ketcham ... FNS
Design For People—Emily Malino ... UPS
Designing Woman—Barbara Taylor Bradford ... LAT
Destination—Joseph Adler ... ADL
Diagramless Puzzle ... EF
Dialing Around—Ruth Thompson ... DIC
Dick Dunkel's College Basketball Index—Dick Dunkel ... DSR
Dick Dunkel's College Football Index—Dick Dunkel ... DSR
Dick Kleiner/Hollywood—Dick Kleiner ... NEA
Dick Miller New York, New York—Dick Miller ... GAR
Dick Tracy—Chester Gould ... CTN
Dick Wright Editorial—Dick Wright ... MCN
Did You Know?—Ed Wilkins ... TWN
Dieting Can Be Fun—Paul Gerber, M.D./A. B. Gerber, J.D. ... TWN
Digest of Books ... SBP
Diggs—R. Diggs ... RIP
Dinah Mite—Joe E. Burnsch ... JEB
Dining Out—Sandy Roberts ... GSM
Diplomatic Pouch ... FRY
DISCussion—Joe Kaliff ... AMF
Distillates of Random Thoughts—Charles Rehns ... REH
Do It Yourself—R. Randolph Karch ... KAR
Do-It-Yourself—Steve Ellingson ... MNF-UB
Do You Know?—Dorothy Yoder ... INR
Doctor Proctor—Eddie Germano ... TWN
Doctor Smock—George Lemont ... UFS
Dog Starre—Lady Cassandra (Marian Futterman) ... AST
Dog Stars—Sirius (M. Futterman) ... AST
Doing the Right Thing—Elizabeth Post ... CTN
Don Hesse Cartoon—Don Hesse ... LAT
Don T. Hibner, Jr./Scarlett C. Hibner Column
—Don T. Hibner/Scarlett C. Hibner ... ICP
Don Q—David Gantz ... NYT
Don Wright Cartoons—Don Wright ... NYT
***Donald Duck**—Walt Disney ... KFS
Donato Daily—Andy Donato ... SUN
Donato Weekly—Andy Donato ... SUN
Dondi—Irwin Hasen ... CTN
Dooley's World—Roger Bradfield ... KFS
Doonesbury—Gary Trudeau ... UNP
Dorman's Doggie—Frank Stack ... RIP
Dorothy Richey's Travel Talk—Dorothy & Noyes Richey ... RBN
Dottie Decorates—Harry & Dorothy Brown ... LAT
Dot To Dot—Earl Engelman ... SBP
Double Take—Gerald Nachman ... CTN
Douglas Fisher—Douglas Fisher ... SUN
Down To Earth—Walter Masson ... DTE
Dr. Crane's Quizz—Dr. George W. Crane ... HPS
Dr. Feelgood—Frank Stack ... RIP
Dr. Jock—Dr. David Bachman ... CTN
***Dr. Kildare**—Ken Bald ... KFS
Dr. Lee Salk's Column—Dr. Lee Salk ... FNS
Dr. Neil Solomon—Neil Solomon, M.D., Ph. D. ... LAT
Dr. Rock—Greg K. Allen ... PRI
Drawing Is Fun—W Trag ... SBP
Dreams—George Christian ... LAT
Dress Pattern Features—Anne Adams ... KFS
Dress Pattern Features—Marion Martin ... KFS
Driver Ed & Edna—The Dintimans & Ross Bunch ... TWN
Drivers Seat—Robert W. Irwin ... NANA
Dropouts—Howard Post ... UFS
Drug Abuses—Irene Konig ... TWN
Drugs Your Doctor Prescribes—John Brennan ... LAT
Dumplings Fed Lucky ... LAT
Dunagin's People—Ralph Dunagin ... FNS
Durslag Sports Column—Melvin Durslag ... KFS

E

Ear on Washington—Washington Star ... CTN
Eat Drink & Be Merry—Robert J. Misch ... WNS
Eat and Grow Younger—LeLord Kordel ... SPE
Eat Right & Live Longer—LeLord Kordel ... SPE
Eat Up & Slim Down—LeLord Kordel ... SPE
Eat Your Troubles Away—LeLord Kordel ... SPE
Eat Yourself Slim—Shirley Bright Boody ... CNS
Eating Right—Ruth Fremes & Zak Sabry ... TSS
Eb & Flo—Paul Sellers ... UFS
Economic Analysis—Leonard Silk ... NYT-NS
Economic Impact—Hobart Rowen ... WPW
Ed Fischer Editorial Panel—Ed Fischer ... MCN
Editorial Art—Ib Ohlsson ... NIES
Editorial Cartoon—Dick Hodgins Sr. ... SM
Editorial Cartoon—Mike Gregory ... SUB
Editorial Cartoon—Noah Bee ... JTA
Editorial Cartoon—Boyd & Wood ... MOR
Editorial Cartoon—Chuck Stiles ... SM
Editorial Cartoon—Bill Schorr ... CTN
Editorial Cartoon—Milt Morris ... APN
Editorial Cartoon—Jeff MacNelly ... CTN
Editorial Cartoon—Wayne Stayskal ... CTN
Editorial Cartoon ... CSP
Editorial Cartoon—Henry McCom ... SCS
Editorial Cartoons—Doug Wright ... MIL
Editorial Cartoons—Blaine ... MIL
Editorial Cartoons—Vance Rodewalt ... MIL
Editorial Cartoon—Here Ficklen ... AVA
Editorial Cartoons ... BPS
Editorial Cartoons—Edmond Valtman ... TWN
Editorial Cartoons—Eddie Germano ... TWN
Editorial Cartoons—Ed Uhvschak ... MIL
Editorial Cartoons by Rick Wilson—Rick Wilson ... WLS
Editorial Research Reports—Hoyt Gimlin ... CQ-EDR
Editorial Service ... TAB
Editorials—Edward H. Sims & Staff ... EDC
Education—R. I. Queen/B. A. Queen ... PWF
Education Today—Patricia McCormack ... UPI
Eek & Meek—Howie Schneider ... NEA
Elderman—Roy Elderman and Susan Wyatt ... MCF
Elmer Stoon—Don Knudsen ... SIE
Emmy Lou—Marty Links ... UFS
Energy-Environment Digest
—Robert J. Wagman & Sheldon Engelmayer ... NANA
Entertainment and The Arts—Stephen Ross ... IMN
Entertainment Whirl—Buddy Basch ... BAS
Entertainment World—Damon Loy & Dart Anthony ... TWN
Environment—H. P. Jans ... NWS
Eppie The Hostess's Helper—Helen Naismith ... TWN
Essay—William Safire ... NYT-NS
Etc. & P.S.—Irma Ganz Miller ... SA
Etc. Service ... LAT
Eugene McCarthy Column—Eugene McCarthy ... WSS
Evans On Chess—Larry Evans ... CHE
Everybody's Business—John Douglas Paulus ... MCF
Everybody's Money—Merryle Stanley Rukeyser ... SIM
Everyday Editorials—Monte F. Bourjaly ... GLS
Exploring the Universe—Astronomical Society of the Pacific ... OAK
Exploring With Your Camera—Bill Baughman ... BAU
Eye On Cuba—William Giandoni ... CNS
Eye On Medicine—Lee Butcher ... TWN
Eyes On Tomorrow—Nan Lane ... WOR
E. Z. Wolf—Ted Richards ... RIP

F

Fabulous Furry Freak Brothers—Gilbert Shelton ... RIP
Faces In The News—Frank G. Murphy ... DIS
Fact-O-Rama—M. W. Martin ... MAR
Fact Or Fantasy?—Frances Scott ... BAS
Fact Or Fiction—Mark Twain "The Trouble With People is They Know Too Many Things That Ain't So."—S. L. Wadler ... WAD
Faith Fortune, Confidential Counselor—Frances Scott ... BAS
Faithfully Yours—Rev. N. R. H. Moor ... MCF
Family Circle ... NYT
Family Circus Weekend—Bill Keane ... RTS
Family Features ... FAM
Family Finance—Bettly Yarmon ... WNS
Family Talk—Dr. Jim & Mary Kenny ... NCF
Famous Caricatures—T. Armstrong ... OPS
Famous Recipes—J. Sherrod ... SBP
Famous Short Stories ... SBP
Famous Signature Portraits—Elks Steward ... TWN
Famous Tongue Twisters ... SBP
Farris Wheel—J. Farris ... SBP
Fashion & Beauty Tips ... NEA
Fashion And Fabrics—Fannie Gleeson ... MCN
Fashion/Beauty—Ellie Grossman ... NEA
Fashion Face And Figure—Florence de Santis ... UFS
Fashion 'n' Figure—Paige Palmer ... FAS
Fashions—Dina Dellale ... EPS
Fashions—Mrs. Hugo Sims Sr. ... EDC
Fat Freddy's Cat—Gilbert Shelton ... RIP
Feature Service—George Cole ... MED
Feature Story—Bill Griffith: Reporter ... GRF
Features and Quizzes—Graham & Heather Fisher ... ITP
Feel Young Again—LeLord Kordel ... SPE

Norman Knows.

We call our Tele-Log computer Norman. Norman knows what's on your local TV.

We've made it Norman's business to know everything possible about every program on every VHF, UHF and cable station in the country, yours included. Norman has become

quite an expert. Norman knows thousands of movie plots, synopses of each week's various sitcoms and dramas, details on specials and sports and more. If it's on TV, Norman knows.

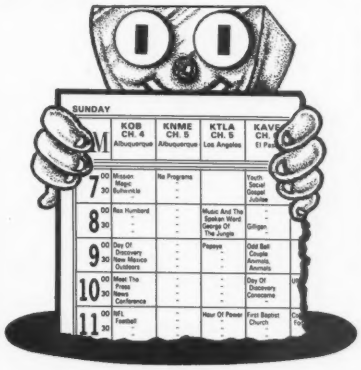
What's most important, though, is that Norman *loves* to set type. Norman can set all he knows into type several hundred different ways. Norman and the Tele-Log people offer you:

Format Options

Tele-Log's Rolling Log format gives readers detailed program descriptions within the schedule, offers maximum make-up flexibility.

Running type featuring bold, black "TV screen" channel numerals.

Tele-Log's Grid format provides the full picture on daily programming at a glance. This



space-saving format is particularly popular in cities with numerous stations and cable channels. Grid size is determined by number of stations, but you may enlarge or reduce sharp Grid photoprints to suit your needs.

Program Highlights—the ideal text companion for the Grid format —summarize outstanding programs, movies, sports events and entertainment specials.

Tele-Log Bonus Features

Included free to clients of Rolling Log or Grid-with-Program-Highlights: Weekly bonus package including six pages of camera-ready puzzles, photos, columns, interviews and text features to fill out your entertainment section. PLUS Movies, Sports and Specials Breakouts, segmented for week ahead.

Flexibility

Tele-Log offers all the typographical flexibility you might need. Options available in the Rolling Log format and for Program Highlights include eight of the most common typefaces, column, type size and leading in a variety of sizes and measures.

Norman also knows (and would be overjoyed to tell you) the Tele-Log motto. Ready Norman?

TELE-LOG CAN SAVE YOU TIME, SAVE YOU MONEY AND SERVE YOU BETTER.

Telephone inquiries, please contact: Ken Lane (404) 355-9884

Tele-Log

(A division of NEA)

1819 Peachtree Road N.E.
Atlanta, Georgia 30309

TITLES OF BY-LINED FEATURES

Feiffer—Jules Feiffer ... FNS
Feminist Q&A—Mary Ellen Corbett ... COS
Fenwick—Malcom Hancock ... CHR
Ferd'nand—Dahl Mikkelsen ... UFS
Fiction With Du Broff—Sidney Du Broff ... GPL
Figleaves—Greg Curfman ... SAN
Figments—Dale Hale ... MAN
Figure Fun—B. L. Payton ... TWN
Filler—Mary Wallis ... TWN
Fillers—Violet B. Rourke ... TWN
Film Clips—Bruce Connolly ... BIS
Film Fare—Laurie Lee ... WOR
Film World ... UPI
Finance—Jack MacArthur ... TSS
Find-a-Quote ... EF
Fireside Chats—Gustav Detjen, Jr. ... DET
First Aid for the Ailing House—Roger Whitman ... UFS
First One In—Ed Collins ... CNS
Fischetti—John Fischetti ... FNS
5000 Words Daily ... CAP
5 Minute Mysteries—C. W. Walker ... SBP
Five Square—Bruce & Rosine Mims ... TWN
Flamingo—Ruth Roche ... PF
***Flash Gordon**—Dan Barry ... KFS
Flashback Calendar ... AF
Flashback On Canada—Bob Bowman ... SUN
Flea Market Finds—Dan D'Imperio ... CRO
Fletcher, The 4-H'r—Joe E. Buresch ... JEB
Flintstones—Hanna-Barbera Productions ... MCN
Flip Art—Al Goring ... GOR
Flora—Ruth Goring ... GOR
Food—Graig Claiborne ... NYT-NS
Food—Peggy Read ... EPS
Food and Agriculture—Bil Keane ... RTS
Food & Fitness—Dr. Lawrence Power ... LAT
Food and Wine—Stephen Ross ... IMN
Food and Your Health—Frederick Stare, M.D./Dr. Beth Whalen ... FNS
Food Facts ... LUI
Food for Americans—Aileen Claire ... NEA
Food For Thought—Dr. Jean Mayer & Dr. Johanna Dwyer ... CTN
Footlights & Kleiglights—Ted Edwards ... TWN
Footloose With Frye—William R. Frye ... FRY
Footwear News ... FA
For & About Teenagers ... CSP
Forever Hold Your Banner High—Jerry Bowles ... DDS
For The Consumer—Sidney Margolius ... WNS
For Women Only—Dr. Lindsey R. Curtis ... UFS
Foreign Affairs—C. L. Sulzberger ... NYT-NS
Foreign Editors Say ... AWP
Foreign News Commentary ... UPI
Foreign Strips ... SBP
Fortune Kookies—Charles Glass ... CTN
Fortune Teller—Margret Fulton ... SBP
Four Color Separations ... TVT
Frank And Ernest—Bob Thaves ... NEA
Frankly Female—Marcy Bachmann ... OAK
Frankly Speaking ... WIP
Fred Bassett—Alex Graham ... FNS
Freddy—Rupe ... FNS
Free For The Asking—Harriet Hart ... CWF
Freighter Travel—Norman Austin ... HIS
From History's Scrapbook ... CSP
From My Pew—Hilda Young ... NCF
From Where I Sit—Samuel Feinberg ... FA
From The Editor's Disc—Tom Villella ... TWN
Fun and Fact—David B. Wood ... TWN
Fun Bug—Howard Rands ... SM
Fun Features—Rick Wilson ... WLS
Fun & Games—W. Trag ... SBP
Fun In The Kitchen—Michelle Christian ... RBN
Funland—Art Nugent ... UFS
Fun With Figures—J. A. H. Hunter ... SUN
Funky Winkerbean—Tom Batiuk ... FNS
Funny Business—Roger Bollen ... NEA
Funny Fizzles—William Nellor/James Molica ... EF

G

Gabe and Loki—Ross E. Bunch ... TWN
Gale Robbins Column—Gale Robbins ... ICP
Gallup Youth Survey—Dr. George Gallup ... APN-FNS
Gamble Cartoons—Ed Gamble ... RTS
Games & Puzzles ... OPS
Gandhi's Monthly Forecast—M.K. Gandhi ... TWN
Gardening by Astrology—Flora ... AST
Gardening Series—Allan A. Swenson ... NEA
Garth—Frank Bellemy ... ITP
Gasoline Alley—Dick Moores ... CTN
Gemini Maps ... ITP
Gemini News Service ... ITP
Gene Basset—Gene Basset ... UFS
General Features & News Items ... WUP
Generation Rap—Helen and Sue Bottel ... KFS
George Will F. Column—George F. Will ... WPW
Georgie Anne Geyer Column—Georgie Anne Geyer ... LAT
Geriatrix—Paul Norris & Lyle Swigart ... CNS
Get Well & Stay Well—Richard W. Post ... TWN
Get Your $ Worth—Sally & Jim Adams ... MCN
Getting It Together—Lloyd Wynn ... TWN
Giant Crossword ... ITP
Gil Thorpe—Jack Berrill ... CTN
Gilmore Brothers "Music Scene"—
Douglas & Keith Gilmore ... TEL
Ginger—Orla Getterman ... UFS
Glad You Asked That!—Marilyn & Hy Gardner ... FNS
Glasserfied Directory—Selma Glasser ... GLA
God's Country—Henry Blackburn ... BSF
Going Our Way—Bob Sloane ... STR
Golden Gleams ... EDC
Golden Years—Tom Collins ... LAT
Golf Cartoons ... OPS
Good Boating—John Lyniker ... JPS
Good Buys: What, Where, Why—Louise Patterson ... TWN
Good Earth Almanac—Monte Burch ... UNP
Good News From The Bible ... CSP
Good Old Days-Antiques Fair—Erwin Hess ... UFS
Gordo—Gus Arriola ... UFS
Goren On Bridge—Charles Goren & Omar Sharif ... CTN
Gossiping With Doris Lilly—Doris Lilly ... MCN
Gourmet Laureate of New Orleans—Blake—Christopher Blake ... RBN
Gourmet On A Budget—Sandal & Pritch English ... ENG
Gourmet's Notebook—Rebecca Caruba ... INP
Graffiti ... MCN
Gran'pa Mac—Jim McDaniels ... TWN
Grandpa's Boy—Brad Anderson ... SM
Graphic Commentary—Francis Brennan ... NIES
Graphoanalysis Scrapbook—Robert W. Pelton ... TWN
Grass Roots Clippings—Kerwin Hoover ... HTF
Graysmith—Robert Graysmith ... CHR
Great Big Beautiful Doll—Stella Reichman ... UFS
Green & Grassy—Mike Beaudoin ... BEA
Green Talk—Jud Arnold ... CWF
Griffith Observatory—Bill Griffith ... RIP
Grin & Bear It—George Lichty/Fred Wagner ... FNS
Grondahl's Cartoons—Calvin Grondahl ... NEA
Growing Older—Lou Cottin, Harold Blumenfeld ... NEA
Growing Older With Sidney Ascher—Sidney Ascher ... ASC
Growing Up Around The World—Thomas Majerski ... TWN
Growth, Conflicts And Hangups—Dr. Saul Kapel ... CTN
Grubby—Warren Sattler ... SM
Gumdrop—George Crenshaw ... UFS
***Gunner**—Alfredo Grassi & Lucho Olivero ... KFS
Gus Tyler—Gus Tyler ... UFS

H

***Hagar The Horrible**—Dik Browne ... KFS
Hair Care—Carole Bentley ... ITP
HANDIaids—G. H. Patt ... TWN
HANDICAPsules—Terry Brickley ... MAN
Happier Living—Phillis Mitchell ... MIT
Happy Gardener ... MCN
Hardpan—J. Griswold ... GRI
Harriet Van Horne Column—Harriet Van Horne ... LAT
Harris Survey—Louis Harris ... CTN
Harvest Time Of Life—Charles Rehns ... REH
Have You Ever Been There?—Don Blevins ... TWN
Have You Met?—Y. L. Tiajelkiff ... NPS
Hazel—Ted Key ... KFS
Headline Re-write—Brice McQuillin ... TWN
Health Capsules—M. Petti, M.D. & Jud Hurd ... UFS
Health To-Day—Dr. O. A. Battista ... SBP
Health's-A Poppin—Marion Wells ... CNS
Heartline—Charles Musick ... RTS
Heathcliff—George Gately ... MCN
Helen Bottel—Helen & Sue Bottel ... KFS
Help-Mate—Ann Rosenthal ... CNI
Help, Police!—Buddy Basch ... BAS
Hemisphere Report—William Giandoni ... CNS
Henny—Henry Youngman ... FNS
***Henry**—John Liney & Ron Trachte ... KFS
Henry J. Taylor—Henry J. Taylor ... UFS
Herblock—Herbert L. Block ... FNS
Here and There—Hope Hathaway ... TWN
Here And There With Rod And Gun—Sidney Du Broff ... GPL
Here's How—Gene Gary ... CNS
Herman—James Unger ... UNP
***Hi and Lois**—Mort Walker and Dik Browne ... KFS
High fi/Stereo Review—Charles Yulish ... IMN
Hill in Washington—I. William Hill ... SM
Hints For The Home—Bob Mattis ... CTN
***Hints From Heloise**—Heloise ... KFS
Historic Fillers ... CNS
Historic Walking Tours—Rosellen Callahan ... EES
Hockey For Minors ... TSS
Holiday Preparedness ... NEA
***Hollywood**—Dorothy Manners ... KFS
Hollywood Beat—Bill Lane ... WOR
Hollywood Hotline—James Bacon ... UFS-NANA
Hollywood Inside—John Austin ... HIS
Hollywood Inside—John Austin ... HIS
Hollywood Interviews ... OPS
Hollywood Pit Stop—Anthony Cardoza ... HOP
Hollywood's Twilight Years—Crosby L. Day ... TWN
Hollywood's Unsolved Mysteries—John Austin ... HIS
Holmes Alexander Column—Holmes Alexander ... MCN
Home Building & Maintenance—Joseph G. McNeill ... TWN
Home Furnishings Daily ... FA
Home Game—Virginia Truax ... MCN
Home Guide ... TAP
Home Improvement—Bernard Gladstone ... NYT
Home Line—Roberta Matthews ... LAT
Home Of The Week ... TSS
Home Of Your Own—Jean-Paul St. Michel ... LAT
Home Repairs—C. Gordon ... SBP
Homebody Gourmet—Mid Paulus ... MCF
Homegrown—Terri Gabriel ... LAT
Home Town Flavor—Kerwin Hoover ... HTF
Home Workshop File—Larry Eisinger ... CTN
Homing In ... HI
Honeydew—Harry Gaines Goodman, Jr. ... GOJ
Hooray For Kids—Shirlee Newman & Jean Corcoran ... TWN
Horoscope—B. J. Crowley ... EDC
Horoscope—Clay Pollan ... MCN
Hot Shot Sam—Samuel P. Levine ... LEV
House Call—Dr. Timothy Johnson ... CTN
House Detective—Carmen Collins ... TWN
House Of The Week—Andy Lang ... APN
House Plans—Gerry Bishop ... UFS
Household—Ida Fried ... EPS
Household Hints—Linda Ross ... IMN
Household Repair Dictionary—Kurt Singer ... SBP
Household Scrapbook—Mary Craig ... OPS
Howard the Duck Daily—Gene Colan/Steve Gerber ... RTS
Howard the Duck Sunday—Gene Colan-Steve Gerber ... RTS
How Can I—Beth Lewis ... OPS
How Creative Are You?—Whitt N. Shultz ... KNF
How Do They—Detroit News ... UNP
How It's Made And Functions ... LUI
How Times Have Changed—Dorothy Murray ... TWN
How To Be A Successful Manager—Whitt N. Shultz ... KNF
How To Be A Supermother—Dick Harris ... HAA
How To Be A Winner—Whitt N. Shultz ... KNF
How To Be Successful—Whitt N. Shultz ... KNF
How To Build A Business—Whitt N. Schultz ... KNF
How-To Business Articles—Arthur S. Green ... GRE
How To Communicate Skillfully—Whitt N. Schultz ... KNF
How To Develop Success Habits—Whitt N. Schultz ... KNF
How To Develop The Magical Powers
Of Your Mind—Liloth Keats ... TWN
How To Develop Your Potential—Whitt N. Schultz ... KNF
How To Improve Your Letterwriting Skills—Whitt N. Schultz ... KNF
How To Motivate Yourself—Whitt N. Schultz ... KNF
How To Save Time—Whitt N. Schultz ... KNF
How To Sell Successfully By Mail—Whitt N. Schultz ... KNF
How To Solve Your Problems—Whitt N. Schultz ... KNF
How To Take The Fun Out Of Driving—Dick Harris ... HAA
How To Take The Fun Out Of Golf—Dick Harris ... HAA
How To Take The Fun Out Of Tennis—Dick Harris ... HAA
How To Think Creatively—Whitt N. Schultz ... KNF
How Well Do You Know Yourself—Carmen Collins ... TWN
How's Business? ... PFB
***Hubert**—Dick Wingert ... KFS
Hugh Haynie Cartoon—Hugh Haynie ... LAT
Human Behavior Report ... MAN
Human Side Of Investing—G. L. Ludcke ... BEL
Human Side Of Science ... LUI
Humoresque—Don Alexander ... ARU
Humor On Everyday Life—Shirley Whittington ... MIL

I

I Beg To Differ—Frank Lowe ... CWF
Icarus—Nomides ... MCF
Idea Chaser—Jerry Langell ... AF
Ideas, Issues & Insights—Harry Humphreys ... PUB
I'd Do It All Over Again—Igor Cassini ... UFS
Idle Musings—Lynette Evans ... TWN
If I Had My Way—Kern Pederson ... TWN
If It Fitz—Jim Fitzgerald ... LAT
If Your Name Is—Ann Reynolds, Ph.D. ... RFS
Illusions & Realities—Michael Novak ... WSS
Illustrated According to Guinness ... UNP
I'm Eve—Chris Costner Sizemore and Elen Sain Pittillo ... DDS
In America ... NEA
In Focus And Out—D. J. Herda ... BRK
In Good Spirits—Ariel Winters ... TWN
In The Kitchen—Tiny Bennett ... SUN
In The Nation—Tom Wicker ... NYT-NS
In The News (Photos) ... SUB
In The Public Interest—Ralph Nader ... RTS
In Washington—Martha Angle & Robert Walters ... NEA
In Washington—Ron Hendren ... LAT
Indoor Gardening—Janet Tara ... NEA
Indoor Gardening—Gay Nightingale ... ITP
Indoor Gardening—Jane Adler ... FNS
Infernal Revenue—I. R. Ess ... TWN
Inside Auto Racing—Don O'Reilly ... AU
Inside Education—Harvey J. Brudner, Ph.D. ... GNB
Inside Fashion—Eugenia Sheppard ... FNS
Inside Football Report '77 ... KFS
Inside Labor—Victor Riesel ... FNS
Inside Religion—Rev. Lester Kinsolving ... MCN
Inside Report—Rowland Evans & Robert Novak ... FNS
Inside Sports—Stan Fischler ... TSS
Inside TV—Joey Sasso ... MCN
Inside Washington—Robert S. Allen ... FNS
Inside Woody Allen—Joseph Marthen ... KFS
In-Sights—Dr. Walt Menninger ... UNP
Insight—John Wykert ... NANA
Insight and Inspiration ... TWN
Insurance For Consumers—Dave Goodwin ... GWN
Interior Decorating—Genevieve Fernandez ... UFS
International Adventure (Numismatic)—Julius Weiss ... WEI
International Adventure (Philatelic)—Julius Weiss ... WEI
International Dateline—Duarte deMartinau ... TWN
International Decade of Women and its Hidden Politics
—Trudy Mulcahy Howard ... HOW
International Writers Service ... IWW
Interpretive Report—Stanley Karnow ... RTS
Investigators—Jack Cloherty and Bob Owens ... LAT
Investment Notes ... UPI
Investors' Guide—Sam Shulsky ... KFS
Is Everybody Happy—And Why Not—Harold Dietrich ... TWN
Isn't It The Truth!—Carl Riblet, Jr. ... INO
Isn't It The Truth?—Charles Rehns ... REH
It Didn't Start With Watergate—Victor Lasky ... NANA
It Happened In Hollywood—Scott M. Lawrence ... LAT
It Happened Last Night—Earl Wilson ... FNS
It's A Cockeyed World—Joe Kaliff ... AMF
It's A Living—Hal Holland ... SM
It's Funh—Fritchie Saunders ... HC
It's In The Book—Dr. Charlie Shedd ... UNP
It's My Opinion—Irene Corbally Kuhn ... CF
It's News To Me—Herb Caen ... CHR
It's OK To Talk About Sex—Dr. Robert C. Long ... PRI
It's On The Tip Of My Tongue—Dan Carlinsky ... EF
It's Possible—Rev. Robert Schuller ... NEA
It's Your Car—Sheldon Engelmayer & Robert Wagman ... UFS
It's Your Landscape—George E. Creed ... FNS
It's Your Life—The Christophers ... MCN

J

Jack Anderson's Weekly Special—Jack Anderson ... UFS
Jack Douglas Humor Column ... RTS
Jack Knift & T. Spoon—Sarge O'Neill ... SOU
Jackson Twins—Dick Brooks ... MCN

You get it all with the Monitor–global and national news coverage, diverse features, illustrations–over 20 weekly columns, special series, photographs, maps, editorial cartoons.

All in one package... whether that package is The Christian Science Monitor itself (with its compact, easy-to-handle, easy-to-read format) or the Monitor's News and Photo Service.*

You can have America's nationwide newspaper for the family in your copy file every day. With award-winning reports from veteran journalists. With handsome photos and eye-catching line drawings. With timeless, fact-filled features.

But this outstanding diverse package isn't the whole story. You also get a distinctive tone, a constructive approach to today's issues and events.

"We edit the paper so that when readers are through reading it, they're not in a pit of despair. We're not rosy. But we study, we describe solutions."

Editor and Manager John Hughes

"Our aim is to enable Monitor readers to see and understand other people of the world, as those people understand and see themselves."

Overseas News Editor Geoffrey Godsell

"In the news business, facts are a dime a dozen. What is important is the weight of the facts—the balance and perspective."

Columnist Joseph C. Harsch

See for yourself how much more you can get. Try a two-week sampling of the Monitor's News and Photo Service and receive its five-times-a-week packages.

THE CHRISTIAN SCIENCE MONITOR

A way of seeing.

*Just write or call The Register and Tribune Syndicate
715 Locust Street, Des Moines, Iowa 50304
Phone: (515) 284-8244

TITLES OF BY-LINED FEATURES

Jane O'Reilly—Jane O'Reilly ... EF
Janeway Capsule—Eliot Janeway ... CTN
Janeway Economic Service—Eliot Janeway ... CTN
Jasper (The Bear)—Jim Simpkins ... MIL
Jaundiced Eye—Mark Deitch ... TWN
Jazz On Record—Jeff Barr ... TWN
Jean Dixon—Jean Dixon ... LAT
Jeffrey Hart Column—Jeffrey Hart ... KFS
Jesse Jackson Column—Jesse Jackson ... LAT
Jesse Jackson's Observations—Rev. Jesse L. Jackson ... BPS
Jest Browsing—Jack Posner ... POS
Jest For Laffs—Audie Bransford ... TWN
Jest For Laughs—Paul Fung ... SM
Jest For You—Robert Orben ... COC
Jewish Quiz Box—Rabbi Samuel J. Fox ... JTA
Jews In Sports—Haskell Cohen ... JTA
J. F. terHorst—J. F. terHorst ... UNP
***Jim Bishop: Reporter**—Jim Bishop ... KFS
Jim Murray Sports Column—Jim Murray ... LAT
Jim Proudfoot—Jim Proudfoot ... TSS
Jimmy Breslin—Jimmy Breslin ... CTN
Jimmy The Greek—Jimmy Snyder ... FNS
Joan Ryan Column—Joan Ryan ... WPW
Jobs/Careers/Jobs—Jean & Paul Lewis ... ART
Joe Palooka—Tony DiPreta ... MCN
John Dough—Susan Wyatt ... MCF
John Keasler Column—John Keasler ... MCN
John D. Lofton, Jr.—John D. Lofton, Jr. ... UFS
John M. Bogert Column—John M. Bogert ... ICP
John Sinor Column—John Sinor ... CNS
Johnny Wonder—Dick Rogers ... EF
Jokes—Buddy Basch ... BAS
Jolly Green Thumb—Mary Furey Crymes ... SUB
Jorgy Cartoons—Bruce Jorgensen ... IND
Judge For Yourself—Brian McGinty ... TWN
Judge For Yourself—Ritter & Levine ... LEG
Judge Parker—Dr. N. P. Dallis and Harold Le Doux ... FNS
Judith Randal—Judith Randal ... PRI
Julian Bond At Large—Julian Bond ... BPS
Jumble—Bob Lee & Henri Arnold ... CTN
Jungle Jube O'Lee—Woody Kimbrell ... TWN
Junior Editors ... APN
Junior Jumble—Bob Lee & Henri Arnold ... CTN
***Junior Whirl**—Hal Kaufman ... KFS
Junk or Treasure?—Edward V. Rothkirch ... TWN
Just Ask Murray Olderman—Murray Olderman ... NEA
Just For Kids—Ben L. Moon ... MNC
Just For You—Earl Engleman ... SBP
Just Imagine—Kern Pederson ... TWN
Just Supposin'—Garrett Mathews ... TWN
Justice Story ... CTN

K

Karikature Karnival—Joe L. Kaliff ... AMF
Karikaturettes ... AMF
Karpin On Bridge—Fred Karpin ... CTN
Keep Off The Grass—Wm. A. Leavell ... ERS
Keeping-Up—Bill Hamilton ... UNP
Kelly & Duke—Jack Moore ... UNP
Kerry Drake—Alfred Andriola ... FNS
Kershner's Commentary—Howard Kershner ... AMW
Kevin P. Phillips Column—Kevin P. Phillips ... KFS
Kid Carson Says—Buddy Blair ... BSF
Kid Stuff ... TVC
Kids' Corner—Claire Nagel ... KID
Kids' Korner—Jesse Jacobs ... MCN
Kids Only Club—Shari Lewis ... LAT
Kids Say the Darnest Things—Art Linkletter ... CF
***Kingsbury Smith Column**—Joe Kingsbury Smith ... KFS
Kisses—Vivian Greene ... KIS
Kitchen Cynic—Bern Sharfman ... AMF
Kitchen Sampler—Jane Mengenhauser ... KSS
Knight At The Movies—Arthur Knight ... HRS
Knight News Wire—Dean Schoelkopf ... KNT
Knight News Wire ... CTN
Know How—Usborne ... FNS
Know The Weather—E. H. Sims & Staff ... EDC
Know-Their-Votes ... AMW
Know-What's-Up ... AMW
Know Your Faith ... NFC
Know Your Antiques—Ralph and Terry Kovel ... RTS
Kohlmeier Column—Louis Kohlmeier ... CTN
Krass & Bernie—G. Trosley ... OPS
Kudlaty's Cartoons—Ed Kudlaty ... NEA

L

Ladies First—Trixie Belmond ... WNS
***Laff-A-Day** ... KFS
Laff It Up—Vern Hansen ... TWN
Landmark Decisions—Martin J. Ross ... LAW
Lane's Cartoons—John Lane ... NEA
Lansky's Look—Bernie Lansky ... CNS
Larry's World From Punch—Larry ... SBP
Lars and June—Ray Rhamey ... RAY
***Latin-American Art**—Rafael Squirru ... ALA
***Latin-American View**—Arturo Uslar-Pietri ... ALA
***Latin Panorama**—Arturo Villar ... ALA
***Latin View Of The U.S.**—Carlos A. Montaner ... ALA
***Latin World**—Mariano Grondona ... ALA
***Laugh Time**—Bob Shroeter ... KFS
Laughable Laws—Lee Gall ... TWN
Laughing All The Way—Nine Diamond ... DIA
Laughs From Europe ... RTS
Lautens Column—Gary Lautens ... TSS
Law For Laymen—Jay Dee, J.D. ... TWN
Lawyer's Viewpoint—John Ritter ... LEG
Legal Briefs—John Ritter & Paul Levine ... LEG
Leisurecrafts—Ernice Svinicki ... TWN
Lesson In English—C. Gordon ... SBP
Let's Ask The Bible—A. G. Van Campen ... GLS
Let's Ask The Cook—Carol McGarvey ... RTS
Let's Do It Together—Dr. Dorothy Rubin ... PRI
Let's Make—Ben Corey ... HAR
Let's Sew ... KFS
Let's Stay Well—F. J. L. Blasingame, M.D. ... UFS
Let's Talk—Rev. Lee Truman ... CNS
Let's Talk About Your Car—Ray Hite ... ECS
Letters From Dad—Martin J. Ross ... LAW
Liberation Legislation—Libby Ration ... TWN
Life Begins At 40—Joanne Farris ... MCN
Life In Music—The Dameans ... NCF
Life In The Suburbs—Al Smith ... SM
Life's Like That—Fred Neher ... UFS
Lifestyle—Rita Harper ... HAC
Life/Style Midweek feature package ... UPI
Life Styles—Marian Christy ... UFS
Light Your Own Candle—Gerta Kay ... TWN
Li'l Abner—Al Capp ... CTN
Listen, Bess—Bess Myerson ... CTN
Lit Bits—John Hardebeck ... TWN
Little Farmer—Kern Pederson ... SM
***Little Iodine**—Bob Dunn & Hy Eisman ... KFS
Little Orphan Annie—Harold Gray ... CTN
Little Peoples Puz—Leo White ... UFS
Live Longer Be Happy—Charles Rehns ... REH
Living Scriptures—Jack Hamm ... SM
Living Today—Joan O'Sullivan ... KFS
Liz Smith Column—Liz Smith ... CTN
L. M. Boyd—L. M. Boyd ... CRO
Lolly—Pete Hansen ... CTN
London Daily Mail Evening News, News Service ... ITP
London Daily Mail News Service ... ITP
London Daily Mirror Feature Service ... ITP
London Daily Mirror News Service ... ITP
London London Daily Mirror News Service ... ITP
London Observer News Service ... NYT
London Sunday Mirror News Service ... ITP
London Sunday Mirror Feature ... ITP
London Sunday People Features ... ITP
Lonely Heart—Here Ficklen ... AVA
Long Stretch—Harry Schwalb ... TWN
Look- and Feel-Your Best—
Mr. Physical Fitness of the USA—Paul Bernstein ... FBN
Look & Learn—Anne Sanders ... SBP
Look Smart—Harry Juster ... RTS
Look To The Stars—Laurie Keast ... TWN
Loose Change—Sara Davidson ... DDS
Los Angeles Times Crossword Puzzle—Margaret Farrar ... LAT
Lost Capitols—Ruth Gash Taylor ... TWN
Lou Edman Describes—Lou Edman ... EDM
Lou Grant Cartoon—Lou Grant ... LAT
Louis Ruckeyser Column—Louis Ruckeyser ... MCN
Louisa's Letter—Mrs. Hugo Sims Sr. ... EDC
Love Is , . .—Kim Grove ... LAT
Love On Life—Phillip H. Love ... LOV
Love Story—Faye Engler ... TWN
Low Down from the Congressional Record—
Joe Crump ... CRU
Lubor J. Zink—Lubor J. Zink ... SUN
Lucky and Able—Walter Pinter ... TWN
Lucille Rivers On Sewing—Lucille Rivers ... FNS
Lurie—Ranon Lune ... KFS
Luther—Brumsic Brandon, Jr. ... LAT

M

Macpherson Cartoons—Duncan Macpherson ... TSS
Made Public—Marv. Arthur ... ARU
Maddox Column—Gaynor Maddox ... NEA
Magic Carpet—Edward von Rothkirch ... TWN
Magic Carpet Over Broadway—Joe Kaliff ... AMF
Magicword ... MCN
Main Street—Ted Green ... PWI
Mainly For Seniors—John T. Watts. ... CNS
Make It With The Kids—Keith Gordon ... TWN
Makin' Things—Ed & Stevie Baldwin ... RTS
Making It—John T. Molloy ... SMP
Man And Medicine—Irwin J. Polk, M.D. ... PAC
Man To Man—Bill Thomas ... CF
Managing Your Family's Money—Merle Dowd ... RTS
***Mandrake The Magician**—Lee Falk and
Fred Fredericks ... KFS
Maps ... NEA
Map Madness—Robert W. Pelton ... TWN
Marianne Means' Washington—Marianne Means ... KFS
Marilyn Beck's Hollywood—Marilyn Beck ... NYT
Marilyn Manion—Marilyn Manion ... AMW
Mario's Avenue of the Stars—Mario Machado ... ICP
Mark My Words—Jim Fiebig ... UFS
Mark Russell Column—Mark Russell ... LAT
Mark Trail—Ed Dodd ... FNS
Mark Trail's Outdoor Tips—Ed Dodd ... FNS
Market Place—Robert Metz ... NYT-NS
Marlette's Editorial Cartoon—Doug Marlette ... KFS
Marmaduke—Brad Anderson ... UFS
Marsh Mellows—Len Borozinski ... CNS
Martin's International Newsreel ... MAR
Marvin Kitman Column—Marvin Kitman ... LAT
Marv's Reply—Marv. Arthur ... ARU
Mary McGrory Column—Mary McGrory ... WSS
Mary Worth—Allen & John Saunders, Ken Ernst ... FNS
Mature World—Helen Lund ... TWN
Mauldin—Bill Mauldin ... FNS
Max Lerner Column—Max Lerner ... LAT
Max Rafferty Column—Max Rafferty ... LAT
Mazes ... SBP
Mazes Galore—W. Quinn ... OPS
McCrane Food Page—Jamie Crane ... ICP
McCulley on Thoroughbreds—Jim McCulley ... PCC
McKenzie Porter—McKenzie Porter ... SUN
MD—James Whatley ... ITP
Medical Column—Lawrence E. Lamb, M.D. ... NEA
Medical Consumer—Larry Fredenck ... EF-ESN
Medical Digest—Ed Orloff ... CRO
Medical Memo—Karen Carden ... TWN
Medicalia—M. W. Martin ... MAR
Medicine—Dr. M. I. Salomon ... WUP
Medicine Chest—H. Boswell York, R. Ph. ... MCN
Medifax and Fiction ... LUI
Meet The Stars—Frederic Davies ... ITP
Meltzer on Real Estate—Bernard Meltzer ... FNS
Memo To Caesar—D. K. Woodman ... HPS
Memory Quiz—Donald Saltz ... TRQ
Men & Women—Mel Calman ... FNS
Men's Fashions—Charles Hix ... NEA
Men's Wear ... FA
Metric Facts—Lee Hutton ... CWF
MetroNews—Jo Hindman ... MTN
Mickey Finn—Morris Weiss ... MCN
***Mickey Mouse**—Walt Disney ... KFS
Mike Peters—Mike Peters ... UFS
Milt Dunnell—Milt Dunnell ... TSS
Milton Moskowitz Column—Milton Moskowitz ... LAT
Mind Your Money—Peter Weaver ... KFS
Mini—Maps ... DIS
Mini Movie Reviews ... CIN
Mini Page—Betty Debnam ... UNP
Minit Doodle—Louis Magila ... AF
Minority Human Relations—Dr. Alvin F. Poussaint ... BPS
Minority News Report ... BPS
Miracle Gardening—J. Finletter ... SBP
Miracle Of Faith—Gertrude Katz ... TWN
Mirror Of Your Mind—John Conwell ... KFS
Mirrors Of Washington—Isabelle Shelton ... NANA
Misc. Photos ... SUB
Mixed Nut's—Tony Marchese ... TWN
Ms. Augusta—Angus McGill ... UNP
Ms. Consumer—Georgia Jeffries ... TWN
Miss Lillian & Friends—Lillian Carter & Beth Tarton ... WNS
Miss Peach—Mell Lazarus ... FNS
***Mr. Abernathy**—Ralston Jones and Frank Ridgeway ... KFS
Mr. Club Women—John C. Gilmore ... CCA
Mr. Crabtree ... ITP
Mr. Digwell ... ITP
Mr. and Ms. Fixit—Don Courtney ... TWN
Mrs. Murphy—Martin Duffy ... TWN
Mr. Tweedy—Ned Riddle ... LAT
Modern Etiquette—Jane Sherrod ... SBP
Modern Medicine—Michael J. Halberstam, M.D. ... NYT
Modern Sherlock Holmes—Jane Sherrod Singer ... SBP
Modesty Blaise—Peter O'Donnell ... LAT
MODmor List—Sheldon Rose ... JPS
Modulations—Jim Shattuck ... CTN
Momma—Mel Lazarus ... FNS
Money Matters—Dave Goodwin ... GWN
Money Matters ... CNS
Money Watch—Carol Moskowitz ... LAT
Monthly Mention—Fred Dodge ... MM
Monthly news packet ... PRA
Monthly Review Of Loony Larcenies—
Meader G. Pattington ... TWN
Moon Mullins—Fred Johnson ... CTN
***Moose Miller**—Bob Weber ... KFS
More For Your Money—Mike LeFan ... LEF
More For Your Money—L. Galton ... WSS
More Than Beauty—Betsy von Furstenburg ... UNP
Morrie Ryskind Column—Morrie Ryskind ... WSS
Mosaic—Jerry Fite ... TWN
Mossprints—Geoffry Moss ... WPW
Mothers Are People, Too—Shirley L. Radl ... TWN
Motion Pictures—Hans Holzer— ... EPS
Motley's Crew—Ben Templeton & Tom Forman ... CTN
Motorcade USA—Don O'Reilly ... AU
Motoworld—Robert A. Cutler ... THG
Motor Talk—Fred W. Kline ... CAP
Motor Tips—Stirling Moss ... SBP
Motor Tips ... OPS
Motorways—Frank Macomber ... CNS
Movie Memories—Ruth Wucherer ... TWN
M. Stanton Evans Columns—M. Stanton Evans ... LAT
Music Whirl—Buddy Basch ... BAS
Mutt & Jeff—Al Smith ... MCN
Mutual Funds—Don G. Campbell ... UFS
My Answer—Billy Graham ... CTN
My Grandma—Donna Scott ... KFS
My Life With Raquel (Welch)—Patrick Curtis/John Austin ... HIS
My Success Story ... SBP
My Two Bits Worth—Roy Colby ... TWN

N

Nadel's Features—Norman Nadel ... NEA
Name Droppers—Wayne Colby ... TWN
Name Game, The—Ken Hecht ... NGC
NANA News Service ... NANA
NANA Photo Service ... NANA
NANA Pony Service ... NANA
Nancy—Ernie Bushmiller ... UFS
National Geographic Society News Service ... NGS
National Challenge—J. Baxter Newgate ... CTN
National Security Affairs—Gen. Ira C. Eaker ... LAT
National Whirligig—Ernest Cuneo ... NANA
Natural Foods—Susan Dart ... LAT
Nature's World—Randy Muir ... CWF
Neal Pierce Column—Neal R. Pierce ... PNR
N. B. A. Tipoff ... UFS
Needlecraft Pattern Feature—Alice Brooks ... KFS
Needlecraft Pattern Feature—Laura Wheeler ... KFS
Needleplay—Erica Wilson ... CTN
Needlework Kit—Dorothy Brightbill ... APN
Nerds—Dave Sheridan ... RIP
New Car Report—Doyle K. Getter ... AUT
New Horizons—Jane Forrest ... MCN
New Ideas Products ... SA
New Scientist/New Society/News Features ... ITP
New Society/New Scientist News-Features ... ITP
New Jersey Report—Ross Warren ... GSM
New Times ... NYT
New York News Crossword—Herb Ettenson (Editor) ... CTN
NYT Pictures Photo Service ... NYT-P
News Business—Charles B. Seib ... WPW
Newsfeatures ... NEA
Newsfeatures— ... ESN

UNIVERSAL PRESS SYNDICATE

6700 Squibb Road • Mission, Kansas 66202
Sales & Customer Service Toll Free
1-800-255-6734

We are now launching one of our most significant features to date: **BEST SELLER SHOWCASE.** We have contracts with all of the major newspapers in the United States and Canada for this service. Some of the papers include the New York DAILY NEWS, Chicago TRIBUNE, Los Angeles TIMES, Washington POST, Boston GLOBE, Detroit NEWS, Houston POST, Miami NEWS, etc.

What is **BEST SELLER SHOWCASE?** *It is top books translated into the comic strip genre.*

Each book will run for eight weeks, with six daily strips and one Sunday color release per week. Therefore, we are looking for stories with action and excitement to introduce an audience to the pleasures of books, some probably for the first time.

We plan to draw on both nonfiction and fiction best sellers. Also, we hope to anticipate the best-seller list by offering books before they even reach the best-seller list.

The first two titles to be syndicated are Clive Cussler's **RAISE THE TITANIC** and Jack Higgins' **STORM WARNING.**

Contact:
John P. McMeel, President/Sales Director
James F. Andrews, Executive Vice President/Editor
Thomas N. Thornton, Vice President/Marketing Director
Lee Salem, Managing Editor
Thomas M. Drape, Assistant to the Editor

Daily Comic Strips and Sunday Color Pages

BASIL *by Gerry Lants.*
Pantomime humor at its best and funniest. D.

BEST SELLER SHOWCASE
An innovative concept for comic strips that brings readers the best of best-selling fiction. D & S.

CATHY *by Cathy Guisewite.*
The world of the young, female and single, made painfully humorous. D & S.

DOONESBURY *by Garry Trudeau.*
The Pulitzer Prize winner and America's most talked about comic strip. D & S.

GOOD EARTH ALMANAC *by Mark Gregory.*
Old-time, natural living for today's readers. S.

KELLY & DUKE *by Jack Moore.*
A new, contemporary twist on the classic boy/dog relationship. D & S.

MS. AUGUSTA *by Angus McGill.*
At last, a real girl for today's family readers. D.

STANLEY *by Murray Ball.*
Today's brightest humor through the character of the funniest Neanderthal still alive. D & S.

TANK McNAMARA *by Jeff Millar and Bill Hinds.*
America's love affair with sports in a fresh and funny light. D & S.

WORDSMITH *by Tim Menees.*
Newspapers — and the world — through the experiences of a rookie reporter. D & S.

Daily Comic Panels and Sunday Color Pages

ACCORDING TO GUINNESS.
The great best seller and definitive argument-settler. D.

ART'S GALLERY *by Art Finley.*
Illuminating the world of today, with the fine art of yesteryear. D.

HERMAN *by James Unger.*
Hilarity and irony transforming the commonplace into laughter. D.

KEEPING UP *by Bill Hamilton.*
The foibles of the upper middle-class made humorous — and vulnerable. D.

SELLING SHORT *by Ken Ross and Don Raden.*
A light view which makes business and finance tolerable. D.

TRIM'S ARENA *by Wayne Stayskal.*
The zany things that might — and should — happen in sports. D.

ZIGGY *by Tom Wilson.*
That bumbling, lovable fellow who reminds us of — ourselves. D & S.

Advice

IN-SIGHTS *by Dr. Walt Menninger.*
A leading psychiatrist examining the concerns we all share. 3 x W.

OF MEN AND WOMEN *by Dr. Aaron Rutledge.*
A prominent family counselor surveys relations between husband and wife. 2 x W.

STRICTLY FOR DADS *by Charlie Shedd.*
This positive, practical approach to family relations elicits tremendous reader response. 3 x W.

WORKING WOMAN *by Niki Scott.*
The problems, stresses, and joys of women who work. 2 x W.

Automotive Repair

THINGS YOUR MOTHER NEVER TAUGHT YOU *by Charlotte Slater.*
For non-mechanics, easy, fix-it jobs for car and home. 2 x W w/art.

Beauty

MORE THAN BEAUTY *by Betsy von Furstenberg.*
The personalities, and practical advice, of high fashion for everyone. 3 x W, Photo.

Garry Wills, creator of *Outrider*

Dr. Walter Menninger, creator of *In-Sights*

Niki Scott, creator of *Working Woman*

Michael Wendland

Citizens Band Radio

CB BREAK *by Mike Wendland.*
The nation's biggest CB column reviews the nation's biggest phenomenon. 1 x w.

Commentary

THE CONSERVATIVE ADVOCATE *by William A. Rusher.*
Trenchant commentary by a leading conservative spokesman. 3 x W.

OUTRIDER *by Garry Wills.*
A dynamic writer who surveys our political moorings and personalities. 3 x W.

J.F. TER HORST.
An experienced, knowledgeable look at the workings of Washington. 3 x W.

PEOPLE AND VALUES *by Andrew M. Greeley.*
In the great American tradition of no-holds-barred journalism. 3 x W.

Consumer Advice

THE FORMULA *by Norman Stark.*
The last, and most practical, step of the "how-to" movement. 1 x W.

Filler

ACCORDING TO GUINNESS.
The great best seller and definitive argument-settler. D. In text form.

Home Repairs

THINGS YOUR MOTHER NEVER TAUGHT YOU *by Charlotte Slater.*
For non-mechanics, easy, fix-it jobs for car and home. 2 x W w/Art.

Humor

ONCE OVER LIGHTLY *by Nancy Stah.*
A sparkling, funny view of today's family coping. 3 x W, Illust.

Personalities

UNCOMMON CONVERSATIONS *by Philip Nobile.*
Interviews with the fascinating personalities in — and behind — today's headlines. 1 x W, Photo.

Readergrabbers

Single pieces and series including our highlight seasonal feature, THE BOTTOM TEN by Steve Harvey and condensations of important new books.

Religion

THE PLAIN TRUTH *by Garner Ted Armstrong.*
America's most charismatic religious figure makes religion a personal, vital force. 2 x W.

Retirement

A TIME TO LIVE *by Bob Walton.*
A retiree looks at the opportunities — and problems — of retirement. 1 x W.

Sewing

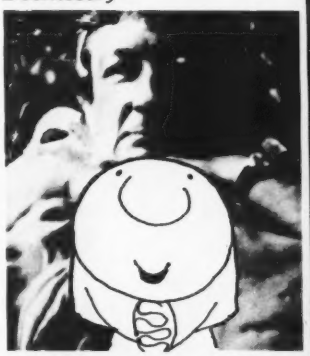
SEW WHAT'S NEW *by Sandra Kelly.*
A professional presents the latest in fabrics and techniques. 1 x W, Illustration.

Sports

THE BOTTOM TEN *by Steven Harvey.*
Readers delight in this ranking of the ten worst teams. 1 x W (during football season).

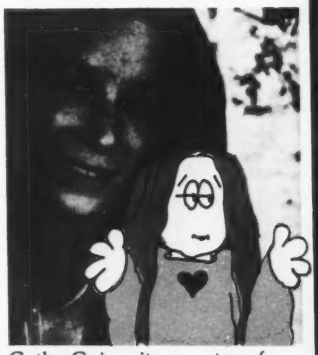
SPORTS HOT LINE *by Mickey Herskowitz and Steve Perkins.*
An informed look at tomorrow's headlines — today. 2 x W.

Garry Trudeau, creator of *Doonesbury*



Tom Wilson, creator of *Ziggy*

James Unger, creator of *Herman*



Cathy Guisewite, creator of *Cathy*

The Mini Page

THE MINI PAGE *by Betty Debnam.* The award-winning resource center for the whole family, in newspaper format. 1 x W, Tabloid.

THE MINI PAGE began with one client in 1969 — the Raleigh NEWS AND OBSERVER — and now attracts over 20,000,000 readers weekly. As popularity has grown editors have found that children, too, can be avid readers of newspapers. We know it is a natural and proven tie-in with the Newspaper In Education program.

Over 250 newspapers carry **THE MINI PAGE** *including:* Birmingham NEWS, New Haven REGISTER, Tucson CITIZEN, Baltimore EVENING SUN, Washington STAR, Columbus LEDGER-ENQUIRER, Wichita BEACON, Shreveport JOURNAL, Kansas City STAR, Raleigh NEWS & OBSERVER, Indianapolis NEWS, Battle Creek ENQUIRER & NEWS, Columbus DISPATCH, Oklahoma City JOURNAL, Providence BULLETIN, Houston CHRONICLE, Winnipeg TRIBUNE, Dallas MORNING NEWS, Fayetteville NEWS, Richmond NEWS-LEADER, Cincinnati POST, Fort Worth STAR TELEGRAM, Montreal STAR, St. Louis NORTH COUNTY JOURNAL, Trenton TRENTONIAN, Bloomington HERALD-TELEPHONE, Great Neck NEWS MAGAZINE, Chattanooga NEWS FREE PRESS, Harrisburg PATRIOT NEWS, Ottawa JOURNAL, San Antonio EXPRESS-NEWS.

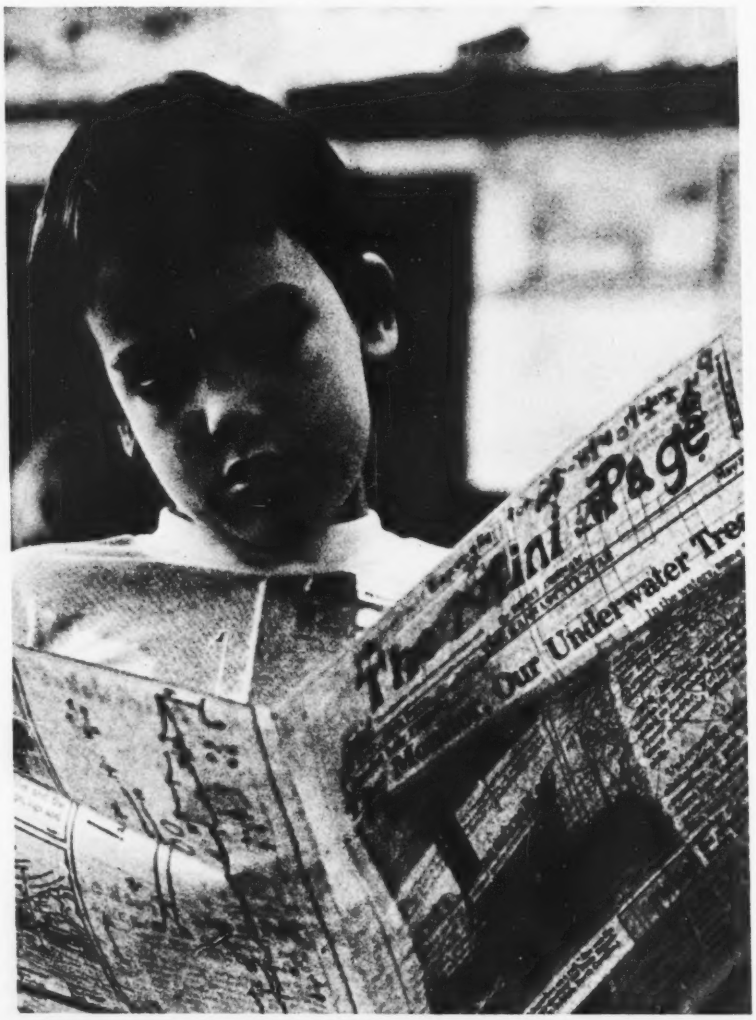
Along with editorial appeal, **THE MINI PAGE** is unparalleled for maintaining readership, creating a larger readership and building circulation. Both an ideal family feature and a proven educational tool, **THE MINI PAGE** is written for children five to ten years old yet parents and grand parents also enjoy it. In fact, thirty-eight percent of the adults who read it have no children.

Universal Press Syndicate feels that **THE MINI PAGE** is one of the most exciting things to happen to newspapers for some time. It is directly in line with the ANPA's efforts to build readership. It also provides a perfect format for local items and ads — a sure way to sustain community interest.

For more information on the exciting success story of **The Mini Page**, just call 1-800-255-6734. We'll be glad to provide you rates or samples.

Betty Debnam, originator and author of *The Mini Page*

Today's Tool Building Tomorrow's Children



TITLES OF BY-LINED FEATURES

News Focus—Charles Bartlett ... FNS
News From Washington—E. H. Sims ... EDC
News-In-Color ... NEA
News Notes ... EDC
Newspictures ... UPIN
News Picture Service—Bernie Mantey (photographer) ... MOG
News Pictures From File—Ralph Morgan (photographer) ... MOG
News Releases ... LUT
News Service ... GNB
News Views—L. R. Hughes ... EDC
News Views—L. R. Hughes & Staff— ... EDC
News Visuals ... NEA
Newsweek ... NIES
Newsweek International Features ... NIES
Newsweek Photo Service ... NIES
NFL Game Plan ... UFS
Nicholas von Hoffman Column—Nicholas von Hoffman ... KFS
Nick Thimmesch Column—Nick Thimmesch ... LAT
Nit Wit—Robert Thornton ... THF
No-Fault Marriage—Marcia Lasswell & Norman Lobsenz ... DDS
Norbert—George Fett ... UFS
Norman Cousins Column—Norman Cousins ... LAT
Norton Mockridge—Norton Mockridge ... UFS
Notes, Comment—E. H. Sims ... ECC
Nothing But The Truth—Russ Arnold ... SM
Now!—Gene Loyd ... RTS
***Now See Here!**—Bert Bacharach ... KFS
Now You Know ... UPI
***Nubbin**—James Burnett and Henry Boltinoff ... KFS
Number Game—Ed Jerome ... AF
Nutrition Cookbook—Philomena Corradeno ... KFS

O

Oakley's Commentary—Don Oakley ... NEA
Observer—Russell Baker ... NYT-NS
Oddities of Animals—Dorothy Liermark ... TWN
Of All Places—Horace Sutton ... FNS
Of Arms and Men—Col. Robert D. Heinl ... NANA
Of Cabbages & Kings—John Lee ... TWN
Of Course, A Horse—Don Blazer ... CNS
Of Men And Women—Dr. Aaron Rutledge ... UNP
Offbeat Diary—John Pinkerman ... NWS
Off Camera ... TVT
Off The Beaten Track—Bernard Gelman ... GEL
Off Record Daily—Ed Reed ... RTS
Off The Record Page—Ed Reed ... RTS
Off The Wall ... SUB
Old Farmers Almanac ... UFS
Old Fashioned Thrift—Katie Hess ... RTS
Olderman Cartoons—Murray Olderman ... NEA
Olderman's Features—Murray Olderman ... NEA
Olga Knows—Patsy Milligan ... MLS
Omie The Shiek—Peter John Fugere ... TWN
On Being Black—Sandra Haggerty ... LAT
On Crime—Jay Robert Nash ... RTS
On Gardening—John Bradshaw ... SUN
On Movies—Clyde Gilmour ... TSS
On Stage—Leonard Starr ... CTN
On The Farm Front—Bernard Brenner ... UPI
On The Other Hand—John Douglas Paulus ... MCF
On The Right—William F. Buckley, Jr. ... WSS
On The Religious Front—David Benarone ... WUP
On The Screen—Vincent Puleo ... TWN
On The Set—Cynthia Wilkerson Miles ... HRS
On The Spo(r)t—LePacini ... LEP
On The Wire—John J. Westley ... DIS
On Wheels—Michael Lamm ... OWS
On Wheels—Richard Kagle ... TWN
On Wines—Bill Sonstein ... SON
Once Over Lightly—Nancy Stahl ... UNP
Once Over Lightly—Robert Bendiner ... NYT
One For The Road—Kern Pederson ... TWN
One-Lining Sports—LePacini ... LEP
One Man's Opinion—Robert E. Segal ... SAF
One Minute Crossword—Richard Paxson, Jr. ... TWN
One Minute Sports Quiz—R. M. O'Cain ... EDC
One on One—Joe Koch/Bill Goldman ... TVT
One Psychiatrist Says—Dr. M. A. Hartman, M.D. ... TWN
1001 Stolen Jokes, Fillers, Gagfile—Sanford C. Payne Jr. ... PAY
One Woman's Voice—Lillian Africano ... PRI
One Woman's Voice—June Bingham ... PRI
One Woman's Voice—Priscilla Buckley ... PRI
One Woman's Voice—Jean Carper ... PRI
One Woman's Voice—Nikki Giovanni ... PRI
One Woman's Voice—Wauhilla La Hay ... PRI
One Woman's Voice—Clare Boothe Luce ... PRI
One Woman's Voice—Abigail McCarthy ... PRI
One Woman's Voice—Mary-Lou Weisman ... PRI
Op Ed ... NEA-NYT
Open House—James M. Woodward ... CNS
Orben's Comedy Fillers—Robert Orben ... COC
Original Magazine Material—Milton Rockmore ... ROC
Other Places, Other Times—Thomas Riley ... TWN
Otherwise—Tom Fesperman ... EF
Ottawa Report—Richard Gwyn ... TSS
Otto Sez—Frank Nickens ... HPS
Our Ancestors—Quincy ... SUB
Our Boarding House—Les Carroll & Tom McCormick ... NEA
Our Children—Dr. Willard Abraham ... CNS
Our Daily Bread—Rev. A. Purnell Bailey ... LAT
Our Environment—Edward Flattau ... ART
Our Film Folk—Herbert G. Luft ... JTA
Our Paper Boy—Kern Pederson ... TWN
Our Parish—Margaret Ahern ... NCF
Our Preacher Says—Dorothy Yoder ... INR
Our Religions—Dr. Carlyle Adams ... RTS
Our Times—Smith Hempstone ... HEM
Our Vanishing Liberties—Omar V. Garrison ... SPE
Out of Orbit—Herc Ficklen ... AVA
Out Our Way—Edmund Sullivan ... NEA
Outcasts—Ben Wicks ... TSS
Outdoor Life ... OPS
Outdoor Mini-Tips—Joe E. Buresch ... JEB
Outrider—Garry Willis ... UNP

P

Palmer Method—Arnold Palmer ... UFS
Panorama—David Schwartz ... JTA
Parade of Books—Ralph Hollenbeck ... KFS
Parade Of Homes ... HOM
Parents Book About Divorce—Richard A. Gardner, M.D. ... DDS
Parody Press—Donna Parker ... TWN
Passport To Everywhere—Ron Butler ... CF
Pat Buttram Column—Pat Buttram ... ICP
Pat Buttram Sez—Pat Buttram ... CAP
Pat Oliphant Cartoon—Pat Oliphant ... LAT
Pat's Pointers—Pat Trexler ... FNS
Patents Column—Stacy Jones ... NYT-NS
Pattern Party ... KFS
Patterns & Needlework ... NEA
Patterns & Pointers—Polly Cramer ... NEA
Paul Conrad Cartoon—Paul Conrad ... LAT
Paul Harvey News—Paul Harvey ... LAT
Paul Hellyer—Paul Hellyer ... SUN
PBS In The Spotlight ... TVC
Peanuts—Charles M. Schulz ... UFS
Pedal Pushers—Jaroslav Woycecho ... TWN
Pee-Wee—Jerry Iger ... PF
Pennsylvania Avenue—Benjamin Shore ... CNS
Penny Thoughts—Michael Fortunat & Jackie Spears ... AF
People and Problems—Martin J. Ross. ... LAW
People and Values—Andrew Greeley ... UNP
People In Washington—Mike Feinsilber ... UPI
People Page ... NEA
People's Doctor—Dr. Robert Mendelsohn ... CTN
Perkins—John Mills ... RTS
Personal Health—Jane Brody ... NYT-NS
Pet Rocks ... WOR
Pete Hamill—Pete Hamill ... CTN
Peter Panic—Lo Linkert ... SBP
Peter's People—Laurence J. Peter ... MAN
Peter Worthington—Peter Worthington ... SUN
Philatelic News—Gustav Detjen, Jr. ... DET
Photo Feature ... SUN
Photo Files/General ... BAS
Photo Files/Show Business ... BAS
Photo Info—Bill Baughman ... BAU
Photo Kinks—Roger & David Litz ... TWN
Photo Page ... CNS
Photo Talk—Gerard Resjkind ... CWF
Photo Tips Q&A—D. J. Herda ... BRK
Photoday—Martin ... SAW
Photographs ... LUT
Photography—Irvine Brace ... MIL
Phyllis Mitchell's Column—Phyllis Mitchell ... MIT
Pick Of Punch ... LAT
Pictorial Page (Feature Story) ... KFS
Picture of Health ... LUI
Picture Show ... APN
Pigskin Prophecy—Mort Olshan ... MOS
Pike Peeks—Charles Pike ... TWN
Pink Collar Workers—Louise Kapp Howe ... UFS
Pinup Photos and Captions ... GRE
Pistachios—Sematones ... SBP
Pixies—Jack Wohl ... UFS
Plants In The Home—Elvin McDonald ... KFS
***Play Better Golf—With Jack Nicklaus**—Jack Nicklaus ... KFS
Playback—Joel McNally ... SMP
Playback—Tom Von Malder ... TWN
Pocket Cartoons—London Daily Mirror ... ITP
Poetry—Wolf Pasmanik ... WUP
Point Blank—John C. Moon ... CNS
Point of Law—Ritter & Levine ... LEG
Point of View—Morton J. Gaba ... SAF
Points On Pets—H. P. Jans ... CNS
Political Analysis—Bruce T. Adams ... BIS
Political Tidbits & Outrages—Wm. A. Leavell ... ERS
Politics Today—Jack Germond ... CTN
Polly's Pointers—Polly Cramer ... NEA
***Ponytail**—Lee Holley ... KFS
Pookas—Paul Lowney ... LAT
Pop Scene Service—Barbara Lewis ... UFS
***Popeye**—Bud Sagendorf ... KFS
Pops—George Wolfe ... SM
Ports Of Call—Edw. H. Sims ... EDC
Postal Panorama—Matthew Bowyer ... TWN
Postal Views—Barbara White ... NUM
Postcards—Stan Delaplane ... CHR
Pot Luck—Don Alexander ... ARU
Pot Shots—Ashleigh Brilliant ... CTN
Potomac Ethics—Les Kinsolving ... MCN
Power of Faith—Woodi Ishmael ... APN
Premier Crossword Puzzle with Cryptoquips—Jo Paquin ... KFS
Press Passing—Jim James ... JDL
Prime Time—Harriet Miller ... ARP
Prime Time Tips—Paul Henniger ... LAT
Priscilla's Pop—Al Vermeer ... NEA
***Prince Valiant**—Hal Foster ... KFS
Prison Rap—J. Barney ... SAW
Prize Crosswords ... EF
Prizeweek—B. B. Considine ... DWL
Prizeweek Puzzle ... UFS
Pro Pix—Mort Olshan ... MOS
***Professor Phumble**—Bill Yates ... KFS
Profile—Rita Harper ... HAC
Programmers Service—Sheldon Rose ... JPS
Prominent Designer Dress Pattern Feature ... KFS
Promising Patents And Products ... LUI
Pros & Kahns—J. Kesner Kahn ... AMW
P.S.—Jack Wohl ... LAT
PSST—J. Maddox ... SBP
P.S. To The News—Phyllis Schlafly ... CNS
Psychic Forum—Rev. Woods Mattingley ... TWN
Psycho Ecology—Martin ... SAW
Psychology '77—Dr. Neil Macdonald ... TWN
Punch Line ... CSP
Pungent Prayer—Phil E. Pierce ... PUN
Punk Rhymin'—Larry Reed ... TWN
Pure Pulp—George Cole ... MED
Putterin' Pete—Blanche Campbell ... CNS
Puzzle Cards—Steve Ryan ... CNS
Puzzles and Games ... ITP

Q

Quarterly Cartoon Humor Service ... GF
***Queenie**—Phil Interlandi ... KFS
Question Box—Msgr. Raymond T. Bosler ... UNP
Question Box—Father John Dietzen ... NCF
Quick Tip Beauty Strip—Jennifer Anderson ... LAT
Quincy—Ted Shearer ... KFS
Quote Acrostic—Charles Preston ... LAT
Quote/Unquote ... NEA

R

R. Cobb—R. Cobb ... SAW
Ralph de Toledano Column ... CNS
Rambling Reporter—Hank Grant ... HRS
Rated G—Lucinda ... NPS
Ray Wilson on B'way—Ray Wilson ... NEW
Read & Remember—Darrell McClure ... OPS
Reader Specials ... KFS
Readers World—Arthur Brickman ... BRI
Real Estate House Calls—Edith Lank ... RHC
Real Estate Notebook—Robert J. Bruss ... REF
Real Estate Mailbag—Robert J. Bruss ... REF
Real Names/Reel Names—Buddy Basch ... BAS
Real World—George Nobbe ... KFS
Recipe—Sarah Sheridan ... EDC
Record Rap—Bobby Lucas ... WOR
Record Revels—Itsi Mii ... MCF
Record Reviews—Jay Rosen ... BIS
Records & Tapes ... IMN
***Redeye**—Gordon Bess ... KFS
Reed Larson Column—Reed Larson ... RTW
Reel Facts—David Campbell ... LEP
Reflections From Little Brook—Bill Messenger ... TWN
Religion and The Times—Jesse H. Merrell ... MER
Religion in America—David E. Anderson ... UPI
Religion ... CNS
Religion In Review ... RNS
Religious Drawings—Jack Hamm ... REL
Religious News Reports ... RNS
Report From America ... UPI
Revolutionary Revolving Puzzles—Merab Hoke ... TWN
Rex Morgan, M.D.—Dr. N. P. Dallis/ Frank Edgington/Marvin P. Bradley ... FNS
Rex Reed Movie Reviews—Rex Reed ... CTN
Rex Reed (Personalities)—Rex Reed ... CTN
Rick O'Shay—Alcala-Dern ... CTN
Riddlerama—Rose Shupak ... TWN
Riff Raff—Ed Wilkins ... TWN
Ringaround Word Games—Jack Fitch ... OPS
***Rip Kirby**—John Prentice and Fred Dickensen ... KFS
***Ripley's Believe It Or Not!** ... KFS
Rivets—George Sixta ... FNS
Robert J. Wagman—Robert J. Wagman ... NANA
Robert's Rules—Robert Thornton ... THF
Robbins Filler Service ... ROB
Rock, Pop—James Riordan ... RPT
Rock Talk—Lisa Robinson ... FNS
Rock Trivia—James Riordan ... RPT
Rockasters List—Sheldon Rose ... JPS
Rockpile—Stokes Walesby & Al Cuniff ... UFS
Rocket Shots—Rod Laver ... UFS
Rod McKuen—Rod McKuen ... NANA
Roll Call Report—R. G. Thomas ... ROL
Rolling Stone ... KFS-NYT
Ronald Regan—Ronald Regan ... KFS
Roper Poll—Burns W. Roper ... LAT
Roscoe Drummond Column—Roscoe Drummond ... LAT
Rosettes—Elinor K. Rose ... ROS
Rube From Trube—Phyllis Maxwell ... TWN
Rudy—Doug Borgstedt ... CNS
Rules of the Road—Warren Post ... TWN
Rural Delivery—Al Smith ... SM
Rural Route—Walter Ball ... MIL

S

Saddle Sores—George Albitz ... TWN
***Sam and Silo**—Jerry Dumas & Mort Walker ... KFS
Sam Scout—Meade Lane ... WOR
Samantha Reads Your Stars—Sue Reed ... SUB
Sander Vanocur Column—Sander Vanocur ... WPW
Sanders—Bill Sanders ... FNS
Sandy—James Unwin ... HPS
Sgt. Strips . . . Forever—Bill Howrilla ... SUB
Satire By Wald—William Wald ... TWN
Save Time & Money—Ann Frances Dolan ... SUB
Say It Straight!—Victor Lasky ... NANA
Say When—LePacini ... LEP
***Scamp**—Walt Disney ... KFS
Science—Margaret Williams ... EPS
Science Briefcase ... ESN
Science For You—Bob Brown ... LAT
Science Photo Service ... WIP
Science Today—Al Rossiter, Jr. ... UPI
Scientific Topics—Alan N. Queen ... PWF
Scott's World—Vernon Scott ... UPI
Scramble Steps—CJB Jr. ... BAS
Scram—Lets—Clay Pollan ... MCN
Scrawls Cartoons—S. C. Rawls ... NEA
Scripps-Howard News Service ... UFS
Seaweed—Johnny Sajem ... TWN
***Secret Agent Corrigan**—Al Williamson & Archie Goodwin ... KFS
Seek And Find ... CRO
Self-Help to Charm—Harriet Carlson ... HC

If there is a particular segment of your readership that requires special treatment...

LIVING & LIFESTYLE

Amory's People—Cleveland Amory
Contemporary Living—
Letitia Baldrige
Designing Woman—
Barbara Taylor Bradford

Caring For Your Car—Ray Hill
Your Car—Eugene Milmoe
A Hand Around The House—
A. J. Hand
Home Line—Roberta Mathews
Ask Dr. Landau—Dr. Miriam Landau
Dreams—George Christian
Senior Forum—Paul Hightower
Golden Years—Tom Collins
Single File—Susan Deitz
Your Home—Carolyn Murray
Your Photos—Albert Moldvay
Ask Jennifer—Jennifer Anderson
Quick Tip Beauty Strip—
Jennifer Anderson
Clotheslines—Marylou Luther
Dear Mother Earth—Joel & Lynn Rapp
Homegrown—Terri Gabriel
Our Daily Bread—
Reverend A. Purnell Bailey
Dottie Decorates—
Harry & Dorothy Brown

HEALTH

Dr. Neil Solomon column
Young & Healthy Always—
Dr. Frank Falkner
Drugs Your Doctor Prescribes—
Rex Medica
Food & Fitness—Dr. Lawrence Power

FOOD & NUTRITION

Celebrity Cookbook—Johna Blinn
Food & Fitness—Dr. Lawrence Power
Natural Foods—Susan Dart
Wine Connoisseur—
Robert Lawrence Balzer

ASTROLOGY

Sydney Omarr's Astrological Forecast
Jeane Dixon's Horoscope

BRIDGE & BACKGAMMON

Sheinwold on Bridge—
Alfred Sheinwold
Sheinwold on Backgammon—
Alfred Sheinwold

TV & MOVIES

Amory's People—Cleveland Amory
Marvin Kitman column
Cecil Smith column
Shows To Watch—Paul Henniger
Prime Time Tips—Paul Henniger
It Happened In Hollywood—
Scott Lawrence
Teleword—Julie Quart
TV Tee Hees—Henry Scarpelli

CHILDREN & TEENAGERS

Kids Only Club—Shari Lewis
Ask Andy
Science For You—Bob Brown
Young & Healthy Always—
Dr. Frank Falkner
Ask Beth—Beth Winship

PLAN SERVICES

Deco Plan—Projects
Home Of Your Own

SPORTS

Jim Murray column
The Teaching Pro (Tennis)—Don Leary
Sportsman's Digest—Hal Sharp

PUZZLES & QUIZZES

Wonderword—Jo Ouellet
Los Angeles Times Crossword—Margaret Farrar
Quote Acrostic—Charles Preston
Teleword—Julie Quart
Coinword—Robert Pearsall
It Happened In Hollywood—Scott Lawrence

FINANCIAL & MONEY

Successful Investing—David R. Sargent
Money Watch—Carol Mathews
Milton Moskowitz column
Smart Chart—Herb Stansbury

SPECIAL FEATURES

City Editor's Tip Service—John Clift
Coin Roundup—Edward C. Rochette
All About Pets—Eleanor Price
Etc. Service
Roper Poll—Burns W. Roper
Sketches—Ben Burroughs

CARICATURES & EDITORIAL ART

Taylor Jones—Charleston Gazette
Broadsides—Charles Barsotti

EDITORIAL CARTOONS

Paul Conrad—Los Angeles Times
Pat Oliphant—Washington Star
Don Hesse—St. Louis Globe-Democrat
Lou Grant—Oakland Tribune
Hugh Haynie—Louisville Courier Journal

HUMOR

Art Buchwald column
Mark Russell column
Weekend Chuckle—Tom & Beulah Collins
Today's Chuckle—Tom & Beulah Collins
Jim Fitzgerald column

consider our full roster.

OPINION & COMMENTARY

Georgie Anne Geyer
Nick Thimmesch
Jesse Jackson
Jack Cloherty & Bob Owens
Ron Hendren
Paul Harvey
Tom Braden
Max Lerner
Norman Cousins
M. Stanton Evans
Jenkin Lloyd Jones
Max Rafferty
General Ira C. Eaker
Roscoe Drummond
Ernest B. Furgurson
George Mair
Jim Fitzgerald
Sandra Haggerty
Harriet Van Horne

RETIREMENT

Golden Years—Tom Collins
Senior Forum—Paul Hightower

COMICS & CARTOON PANELS

Love Is...—Kim Grove
Modesty Blaise—Peter O'Donnell
The Pookas—Paul Lowney
Yankee Doodles—Ben Templeton
Luther—Brumsic Brandon, Jr.
Splitsville—Frank Baginski
P.S.—Jack Wohl
Mr. Tweedy—Ned Riddle
A Little Leary—Bill Leary
Pick Of Punch
Smart Chart—Herb Stansbury
Broadsides—Charles Barsotti
Animalogic—Ed Nofziger
Carmichael—Dave Eastman
TV Tee Hees—Henry Scarpelli

Los Angeles Times
SYNDICATE

TIMES MIRROR SQUARE • LOS ANGELES, CA 90053
(213) 625-2345
Toll-free (800) 421-8800

Selling Short—Ken Ross, Don Raden ... UNP
Selling To The Government—Porter B. Williamson ... MSC
Sen. George D. Aiken Column—Sen. George D. Aiken ... ICP
Senator Soaper—Sandy Teller ... NANA
Senior Citizens Corner ... CSP
Senior Forum—Tom Collins ... LAT
Sermonograms—Dorothy Yoder ... INR
7 Errors—F. Hayes ... SBP
Sew Biz(c)—Julia C. McCombs ... COE
Sew Simple—Eunice Farmer ... RTS
Sew What's New—Sandra Kelly ... UNP
Sew With Flair—Sandra Betzina ... CHR
Sewing Sense—Eleanor Lee ... CF
Sex Life—Warren S. Pepper ... BIS
Shanghai Lil—Sarge O'Neill ... SOU
Share A Date—Frank Finney ... TWN
She—Eleanor Lambert ... FNS
Sheinwold On Backgammon—Alfred Sheinwold ... LAT
Sheinwold On Bridge—Alfred Sheinwold ... LAT
Shelby Lyman On Chess—Shelby Lyman ... BCF
Shifting Sands—Glona James ... TWN
Shirley Lord—Shirley Lord ... FNS
Shoe—Jeff MacNelly ... CTN
Shooting Stars—Jerry Windle ... CNS
Shopping The World—Rosellen Callahan ... EES
Short Ribs—Frank Hill ... NEA
Short-Short Stories—Art Gates ... GF
Short Takes ... SUB
Shorts ... NEA
Shorts & Fillers ... APN
Show Biz—Flash Fairfield ... LAT
Show Biz—Herb Bridges ... MOR
Show Time ... EF
Shows To Watch—Paul Henniger ... LAT
Shredded Wit—Nonnee Coan ... COA
Sid Ascher's World—Sidney Ascher ... ASC
Side Glances—Gil Fox ... NEA
Sidney Zion—Sidney Zion ... NANA
Significsnt Nonentities in Sports—Jose Bloom ... LEP
Sign-O-Rama—M. W. Martin ... MAR
Sing No Sad Song—Maxine Jensen ... TWN
Single By Choice—Antoinette May ... TWN
Single File—Susan Deitz ... LAT
Silver Lining—Rabbi Silver ... SAF
Sister Anne—Peter John Fugere ... TWN
60 Second Sermons—Fred Dodge ... MM
Sketches—Ben Burroughs ... LAT
Skiing—Jean Claude Killy ... UFS
Skipper—Ron W. Stainfield ... TWN
Slim Chance in a Fat World—Richard B. Stuart & Barbara David ... MAN
Slim Gourmet—Barbara Gibbons ... UFS
Small Business—Mark Stevens ... STE
small business tips—John Dvorak ... TAG
Small Fry Diary—Nonnee Coan ... COA
Small Chart—Herb Stansbury, Jr. ... LAT
Smiles ... EDC
Smoke From Jeannie's Lamp—J. Barney ... SAW
Snap-Kraft—Ellen Appel and Donna Smith ... FNS
Snappy Filler Service ... SFS
Snappy Grampy—Lyle Sterrett ... TWN
Sneyd Political Cartoons—Doug Sneyd ... TSS
Soap Opera Report—Bruce Joffee & Vicki Murphy ... SUB
Soap Opera Scene—Steven H. Scheuer ... KFS
Soccer Shots—Irma Ganz Miller ... SA
Soft Focus—Alf ... KFS
Solunar Tables—Jacqueline Knight ... RTS
Solve A Crime—C. Gordon ... SBP
Something Special—Bonnie Papic ... SSN
Sorry To Bother You—J. J. (Jim) Wilson ... WWH
Sound Country ... TVC
Sounding—Tom Von Malder ... TWN
Sounds—Stan Mieses ... NEA
Sound Track—Dianne Bennett ... HRS
Soverign State of Affairs—Boyd & Wood ... MOR
So What?—LePacini ... LEP
Space Age Report—Frank Macomber ... CNS
Spadea Designer Patterns ... SPS
Spadea Designer International and/or Personalized ... SPS
Spadea Hair—Pal Hamlin ... SPS
***Spanish Crossword Puzzle**—Alfaro ... KFS
***Spanish Crossword Puzzle**—Ramos ... KFS
Speaking Of Angels—Jessie Bennett ... TWN
Speaking Of Antiques—Dana Tompkins ... ICP
Speaking Of Science—Jim Murphy ... UNI
Speaking Of Sports ... CNS
***Speaking of Your Health**—Dr. Lester L. Coleman ... KFS
Special Moments in Sports—LePacini ... LEP
Special Premiums ... NYT
Speck—Margaret Ahern ... NCF
Spin Off—Harold Fuller ... FUL
Splitsville—Frank Baginski ... LAT
Sport & Recreation—Irma Ganz Miller ... SA
Sportin' Life—The Week That Was—Denis Harrington ... TWN
Sportrivia—Leo White ... WHI
Sports Cartoons—Allan Maver ... KFS
Sportscast—Bob Seizer ... HRS
Sportscramble—Leo White ... WHI
Sports Hot Line—Mickey Herskowitz and Steve Perkins ... UNP
Sports From Pressbox—Red Lakeland ... MCN
Sportsman's Digest—Hal Sharp ... LAT
Sports Of The Times—Dave Anderson ... NYT-NS
Sports Of The Times—Red Smith ... NYT-NS
Sports Parade—Milton Richman ... UPI
Sports . . . Postpaid—Irma Ganz Miller ... SA
Sports Profile For The Week ... TVC
Sports Quiz—Dick Wright ... MCN
Sports Quiz—Cross—Al Power ... YPL
Sports Scene—Lee James ... SA
Sports Scene—Jimmy McDonald ... MCF
Sports Special—Al Ray ... CSP
Sports Unlimited ... CNS
Sportsville—Thomas E. Moran ... TWN
Spotlight ... UPI
Spotlighting Dolls—Bernice C. James ... TWN
Spotlite Service ... UFS
Spot News Features—R. I. Queen/B. A. Queen ... PWF
Stamp Investment Guide—Mark A. Kellner ... KEL
Stamp News From America—Julius Weiss ... WEI
Stamp Nook—Ronald Anders ... AR
Stamping Around The World—Lee Blauvelt ... CNS
Stamps—Joseph Zollman ... STA
***Stan Smith's Tennis Class**—Stan Smith ... KFS
Stand Up Analysis—Patricia Lavin ... LAV
Stanley—Murray Ball ... UNP
Starcast—Antoinette May ... CHR
Star Gazer—Clay Pollan ... MCN
Star Gazing—Robert E. Allen ... STG
Star Interviews—June Finletter ... SBP
Star Stanzas—Selma Glasser ... GLA
Star Story—Richard Knapp ... ESN
Star Tracking—Jeanne Avery ... FNS
Stay Alive Longer—LeLord Kordel ... SPE
Stay Healthy—Dr. Clarke Hankey ... MCF
Stay Young!—Michelle McGarrett ... RBN
Staying Ahead—Jane Bryant Quinn ... WPW
***Steve Canyon**—Milton Caniff ... KFS
Steve Canyon—Milt Caniff ... FNS
Steve Roper—William Overgard & Allen & John Saunders ... FNS
Still Life—Jerry Robinson ... CTN
Stitchin' Time (Knitting)—Judy Love ... NEA
Stitchin' Time (Sewing)—Joanne Schreiber ... NEA
Stitching Witchery—Betty W. Kinser ... CNS
Stock Charts ... UPIN
Stock of The Week (Electronic Evaluator) ... CTN
Stoker The Broker—Henry Boltinoff ... WSS
Stop Killing Yourself—Peter Steincrohn, M.D. ... MCN
Straight Talk—Tom Anderson ... AMW
Strange Destinies—J. Macklin ... SBP
Strange Tales From Far Away Places—Kay Ward ... TWN
Strength For The Day—Elisha Douglass ... CF
Strictly Business—Dale McFeatters ... FNS
Strictly For Dads—Dr. Charlie Shedd ... UNP
Strictly For Laughs—Joey Adams ... CF
Strictly Personal—Sydney J. Harris ... FNS
Subhuman Relations—T. Perew ... TWN
Suburbia—Don Raden ... SUB
Success Strategies For You!—Whitt N. Shultz ... KNF
Successful Investing—David R. Sargent ... LAT
Sugar—Robert Gill ... NFS
Sugar and Spice—Elinor K. Ross ... AF
Sum and Substance—Rev. John B. Sheerin, C.S.P., ... NCF
Sunday Crossword ... NYT
Sunday Laughs—Paul Swede ... SBP
Sunday School Lesson—Elisha Douglass ... CF
Sunday School Lesson—Gladys Waller ... EDC
Sunday Stock Market Chart (Long Term Trend)—Charles E. Carden ... STO
Super Handyman—Al Carrell ... KFS
Super Kat—W. L. Harper ... TWN
Super and Pals—Blackburn & Thomas ... TWN
Super Quiz ... CNS
Super Shrink—Dr. Edward Stark ... TWN
Support the Church Series—G. Walter Lindsay ... KEA
Survival Guide For The Liberated Man—George Cole ... MED
Suzie Mac—Val Winsey ... UFS
Suzy Says—Aileen Mehle ... CTN
Swinging Prophet—Robert-Lucas ... WOR
Synergy '77 ... FNS

T

Tank McNamara—Jeff Millar/Bill Hinds ... UNP
Taproots—Ruth Loring Tanksley ... TWN
Tarot of the Stars—Sunya ... UFS
Tarzan—Edgar Rice Burroughs ... UFS
Tasty Tales—Charles Rehns ... REH
Tax Tips—Mark Stevens ... STE
Taylor Jones Caricatures—Taylor Jones ... LAT
Teaching Pro—Don Leary ... LAT
Technifax Illustrated ... LUI
Teen Forum—Jean Adams ... UFS
Tean Scene—Ben Corey ... HAR
Teenage Driving Tips—Jane Sherrod ... SBP
Teenage Corner—Ellie & David ... TEE
Teen-Age Mail—Dorothy Ricker ... RIC
Teenage Travel—Todd Lewis ... JPS
Teen-Agers Say—Lester Rand ... YOU
Tee Vee Laffs—Cliff Rogerson ... UFS
Tel-Aire ... KFS
Tel-Aire TV Editorial Package ... TAP
Tel-Aire TV Magazine ... TAP
Tele-Log ... EF
Tele-Puzzle ... UFS
Tele-Visions—Richard Hack ... HRS
Television Highlights—Frances M. Knox ... DIC
Television Listings ... TVD
Television Listings ... TVC
Television In Review—Joan Hanauer ... UPI
Teleword—Julie Quart ... LAT
Tell Me Why—A. Leokum ... WSS
Tennis Anyone—Dyke Hendrickson ... TWN
Tennis Cartoons—Earl Engleman ... SBP
Terse Verse—Anthony Carter ... OPS
Test Your Horse Sense—Chester Allen Marshall ... CTN
Test Your Humor—Herbert V. Prochnow ... TWN
Test Yourself—Jane Sherrod Singer ... SBP
That's Life—Ann Gray ... TWN
That's Life—Buddy Basch ... BAS
The Aces—Ira G. Corn, Jr. ... UFS
The Amazing Spider-Man Daily—Stan Lee/John Romita ... RTS
The Amazing Spider-Man Page—Stan Lee/ John Romita ... RTS
The Arts—Robert Fulford ... TSS
The Astronits—Pat Anderson ... AND
The Bamstomers—Frank Tabor ... TWN
The Best Of The Week ... AMW
The Better Half Daily—Ruth Barnes ... RTS
The Better Half Page—Ruth Barnes ... RTS
The Bob Harmon Football Forecast—Bob Harmon ... HFF
The Born Loser—Art Sansom ... NEA
The Bosleys—John Steen ... UFS
The Bottom Line—Antionette Bosco ... NCF
The Butcher—Merle Ellis ... CHR
The BYRDS—Vance Rodewalt ... TSS
The Carden Report ... STO
The Chargers—Ross E. Bunch ... TWN
The Christian Science Monitor News Service ... RTS
The Circus of P. T. Bimbo—Howie Schneider ... EF
The Coin Box—Norman M. Davis, NLG ... NMD
The Coin Box—Gary Palmer ... CNS
The Conservative Advocate—William Rusher ... UNP
The Daily Crossword—Herb Ettenson, Editor ... CTN
The Dividing Line—Patrick J. Buchanan ... NYT
The Doctor Says: W. P. Sykes, M.D. ... RBN
The Earls' Beat—Garth Gamblin ... TWN
The Economy Today—Herbert Stein ... UFS
The Eyes Have It—Al Goring ... GOR
The Family Circus Daily—Bil Keane ... RTS
The Family Circus Page—Bil Keane ... RTS
The Fashion Strip—Ethel Burge ... BUR
The Fearless Spectator—Charles McCabe ... CHR
The Fifties—Douglas Miller and Marion Nowak ... DDS
***The Flop Family**—George O. Swanson ... KFS
The Formula—Norm Stark ... UNP
The Girls—Franklin Folger ... FNS
***The Gossip Column**—Robin Adams Sloan ... KFS
The Good Earth—Mel Ellis ... APN
The Great Life—George Christy ... HRS
The Green Thumb Garden Column—George & Katy Abraham ... TGT
The Green Thumb Question Box—George & Katy Abraham ... TGT
The Green/Kandel Report—Myron Kandel & Philip Greer ... EF
The Handicapped—Marjory Becker ... TWN
The Happy Gastronome—Sally Tager ... TWN
The Hawk—Rod Maxwell ... PF
***The Heart of Juliet Jones**—Stan Drake ... KFS
The High Road to Business—Charles Rehns ... REH
The Home Executive—Janie Graybill ... TWN
The House Doctor—Herman Baum ... RTS
The Human Comedy—Benno Isaacs & Dr. Jack Gross ... TWN
The Illiterate Journal—Sanford C. Payne Jr. ... PAY
The Illustrated Bible ... KFS
The Innocent Bystander—Arthur Hoppe ... CHR
The Job Hunt—George Harry ... CWF
The Kids—Joe E. Buresch ... JEB
***The Katzenjammer Kids**—Mike Senich ... KFS
The Law Brief—Martin J. Ross ... LAW
The Legal Way—Edward J. Demson ... CNS
The Leisure Craftsman—Phyllis Fiarotta ... KFS
The Lighter Side—Dick West ... UPI
***The Little Woman**—Don Tobin ... KFS
***The Lockhorns**—William Hoest ... KFS
The Managerial Woman—Drs. Margaret Hennig and Anne Jardim ... DDS
The Market Day By Day—(Short Term Trend)—Chart by Carden ... STO
The Mini-Gourmet—Shelia Sandy ... SUB
"The Missing Links"—Holly Fuller ... CWF
The Mixer—Clarice Anders ... AR
The Moral Angle—William Lester ... LES
The Most ucce$$ful Man's Secrets—Hal D. Steward ... TWN
The Mother Earth News—John Shuttleworth ... RTS
The Moxie Memo—D. B. Shaw ... TWN
The National Sampler ... UPI
The Nature Of Things—George Wheeler & Phil Evans ... WHE
The Other Side—Dorothy Richey ... RBN
The Part Time Gardener—James B. Nelson ... FNI
The Penny-Wise Traveler—Jane Morse ... KFS
The Pet Parade—William Patterson ... PET
The Pet Set—Doug & Jean Borgstedt ... BOR
***The Phantom**—Lee Falk and Seymour Barry ... KFS
The Philatelic Journalist—Gustav Detjen, Jr. ... DET
The Phoenix Nest—Martin Levin ... APN
The Plain Truth—Garner Ted Armstrong ... UNP
The Political Animal—Joe Scott ... OAK
The Political Estate—Dick Ratliff ... TWN
The Power Of The Mind—Benno Isaac & Dr. Jack Gross ... TWN
The Psychic Invasion—Wayne Lundberg ... TWN
The Real Truth—Al Goring ... GOR
The Reviewer—Books, Records & Tapes ... TWN
The Ryatts—Jack Elrod ... FNS
The Scene—Robert Edward Curtis ... GSM
The Skies Today—Bailey R. Frank ... SKI
The Small Society—Morrie Brickman ... KFS-WSS
The Smart Life—David Chagall ... TWN
The Smith Family—George Smith ... WSS
The Sons Of Liberty—Richard Lynn ... LYN
The Stage of Fashion—Princess Kay & Others ... TWN
The Stamp Scene—Mark Allen Kellner ... KEL
The Steam Room—Bud Furillo ... ICP
The Steering Column—Bob Cutter ... THG
The Sunday Crossword—Herb Ettenson, Editor ... CTN
The Sunday Times Of London Service ... KFS
The Tiny Times—Brint Schorer, Jr. ... TIN
The Traveler's World—Paul J. C. Friedlander ... TTW
The Treadwells—Bob Bugg ... CTN
The Unexplained—Allen Spraggett ... SUN
The View From The Top—Milton Rockmore ... ROC
The Virtue Of Vera Valiant—Stan Lee and Frank Springer ... LAT
The Visible Woman—Janet Lowe ... CNS
The Wagner Column—Philip Wagner ... WAG
The Way It Is—Richard A. Lake ... TWN
The Way They Were—Marjorie Worcester ... HRS
The Week Ahead Movies ... TVC
The Week In Finance—Tom Mulaney ... NYT-NS
The Wine Drinker—Tom Gable ... CNS
The Wine Rack—Mary McGrath ... MCN
The Wine Taster—Mary Lester ... LES
The Wizard Of Id—Brant Parker/John Hart ... FNS
The Wonderful World Of Animals—Dr. Frank Miller, D.V.M. ... CHR
The Wonderful World Of Stamps—Gustav Detjen, Jr. ... DET
The Word of God ... PRB
The World Of Books—Miskrit Takada ... RBN
The World Of Coins—Barbara White ... NUM

Statesman Journal Newspapers
280 Church St. N.E. • Salem, Oregon 97301 • 503/364-6811

July 8, 1977

Mr. Howard Cohen
Publisher
American Consumer Information Services, Inc.
172 Madison Avenue
New York, New York 10016

Dear Howard:

This is just a short note to inform you of how we are coming with sales on the first issue of "Common Cents" in Salem.

With more than one week to sell before our first issue ad deadline, we have sold more than six and 1/2 tabloid pages on 12-issue contracts.

More importantly, 80% of the space sold to date is plus business. One advertiser has purchased the center spread on a 12-time contract that previously had never advertised as regularly as once a month.

It's a little early to make predictions, but it looks like "Common Cents" is going to be a real money maker for our newspapers.

Enclosed you will find six copies of the sales brochure reproduced for our sales staff. As you can see, we gathered some local statistics to stimulate the advertiser's interest.

As a plus bonus to the advertiser, we are not only distributing the monthly magazine in our morning and evening newspapers, but inserting it into our weekly "Total Marketing Coverage" shopper's guide, too.

I will mail you copies of our first issue as soon as it is off the press next week. It looks great so far.

Sincerely yours,

Wayne

Wayne C. Vann
Marketing Director

Over 70 Newspapers
Almost 4,000,000 Circulation

Contact: Howard Cohen
(212) 889-1527

COMMON CENTS
172 Madison Avenue
New York, New York 10016

TITLES OF BY-LINED FEATURES

The World Of Music—Robin Welles ... CNS
The World Of Real Estate—Howard L. Shonting ... RER
The Worry Clinic—Dr. George W. Crane ... HPS
The Yardstick—Msgr. George G. Higgins ... NCF
The Youthful View Point—Lester Rand ... YOU
Theater World ... UPI
Theme Crossword ... EF
There Oughta be a Law—Warren Whipple & Frank Borth ... UFS
These Days—John Chamberlain ... KFS
They'll Do It Everytime—Bob Dunn & Al Scaduto ... KFS
Things—Miv Schaaf ... SCH
Things That Matter—George Plagenz ... UFS
Things To Do—Carole Rollins ... TWN
Things Your Mother Never Taught You—Charlotte Slater ... UNP
Think Spot 3-in-1 Puzzle ... AF
Thinking Ahead—A. R. Roalman ... PRO
Thinking Slim—Jean Nidetch ... SUB
This Day In History ... KFS
This Funny World ... MCN
This Is Sport—Court Alderson ... SM
This 'n That—Barbara Allison ... SUB
This Week In Astrology—Bernice Bede Osol & Elmanine Hanratty ... NEA
Thomas' Roll Call Report—R. G. Thomas ... ROL
Those Browns—Bill Murray ... MFS
Those Natural Foods—Ethel Renwick ... WOR
Those Were The Days—Art Beeman ... SM
Thought In Passing—Charles Cuppet ... TWN
Thoughts ... NEA
Thoughts Of Man—William Summers and Jim Ivey ... CTN
Through The Looking Glass ... NPS
Tid-Bits—Charles H. Dennis ... TWN
***Tiger**—Bud Blake ... KFS
Tigo (Crossnumber Puzzle) ... WAR
***Tim Tyler's Luck**—James R. Young ... KFS
Time Capsules—Frank Morgan ... TWN
Time For Action—Marv Arthur ... ARU
Time Of Your Life—Jack Smith ... UFS
Time Out—Jeff Keate ... FNS
Timeless Fillers— ... CNS
Timeless Tidbits ... AMW
Tip Off—The Rip Off—Sylvia Cronin ... CFS
Tips For Trips—Rosellen Callahan ... EES
Tips From the Tour—Arnold Palmer ... UFS
Tips on Tables—Ray Wilson ... NEW
To Pick Up A Dull Conversation—Richard Bauman ... TWN
To The World Horizons—Henry Alexander ... TWN
To Your Good Health—Dr. George C. Thosteson ... FNS
Tobe Says—Tobe ... FNS
Toby & Tulip—Charlie Folds & Wayne Chandler ... TTI
Today In History—Sanford C. Payne Jr. ... PAY
Today In Las Vegas—Joe Delaney ... NEW
Today In New York—Ray Wilson ... NEW
Today Is The Day ... ITP
Today's Chuckle—Tom & Beulah Collins ... LAT
Today's Crossword ... UFS
Today's Teens—Lester Rand ... YOU
Today's Woman In Today's World—Dorothy Richey & Patricia Bosch ... RBN
Today's World—David Brown ... KFS
Tom Braden Report—Tom Braden ... LAT
Tom Tiede/National Correspondent—Tom Tiede ... NEA
Tony Auth Cartoons—Tony Auth ... WPW
Toppix—Edwin Fisher ... CTN
Tornado!—Rick Wilson ... WLS
Total Poker—David Spanier ... UFS
Trade Winds—Lou Schneider ... NANA
Travel—John Pinkerman ... NWS
Travel—Juliet McGhie ... IMN
Travel—Ida Fried ... EPS
Travel Addict—Kay Cassill ... TWN
Travel Along—The Bascomes ... BA
Travel Assignments ... SPR
Travel & Leisure—Bob Nesoff ... GSM
Travel Box ... NYT
Travel Facts—Landt & Lisl Dennis ... TRF
Travel Fillers ... SPR
Travel Log—Dave Goodwin ... GWN
Travel News & Notes—George G. White ... FEA
Travel Tips—Paulette Cooper ... INP
Travel-Tourism—David Horowitz ... WUP
Travel Whirl—Buddy Basch ... BAS
Travel With Hermes—Hermes ... NEW
Treasure Trove—Frank Albro ... TWN
***Treasury Of Classic Tales**—Walt Disney ... KFS
Trim's Arena—Wayne Stayskal ... UNP
Trip Tricks ... SPR
Trip Tips—Marie Mattson ... MAT
Trivia ... CSP
Trivia I.Q.—Chris Riley ... CF
Trivia-Teasers—Gene Herndon ... UFS
Trixie The Trader ... SM
***Trudy**—Jerry Marcus ... KFS
***True Crimes And Mysteries Series**—William T. Brannon ... KFS
Truth—Paul Swan ... SBP
Tumbleweeds—Tom K. Ryan ... UFS
Tune In—Bobbie Ashley ... SPS
Tune In Tomorrow—Jon—Michael Reed ... EF
Turf Tips—Ronald J. Reichart ... TWN
Turkey—Jack E. Schneider/Ray Mathews ... MAN
Turnstile Testers—Denis Harrington ... TWN
TV Answer Man—Richard K. Shull ... UFS
TV Booklets ... UFS
TV Color Front Cover Photo ... TVC
TV Commentary—Bente Christensen ... EDC
TV Data Local Listings ... TVD-UFS
TV Data Features ... TVD
TV Data Grids ... TVD-UFS
TV Data Rolling Logs ... TVD-UFS
TV Dial-ogue—Pepper O'Brien ... UFS
TV Features ... TVC
TV Film Source Service ... UFS
TV From A Woman's View Point—Marcia Michels ... AMF
TV Hilites ... UPI
TV IQ ... TVC
TV Key Previews, Mailbag, Movie Reviews—Steven H. Scheuer ... KFS
TV Listings ... TVC
TV Listings ... JUS
TV Mail Bag ... TVC
TV Mailbag—Thom Mead ... CNS
TV Mailbag ... TVT
TV Movies ... TVC
TV People ... UFS
TV Personality (Profile) ... TVC
TV Photos ... TVC
TV Printed Supplements ... TVC
TV Puzzle ... TVC
TVQ—Jerry Appleton ... TSS
TV Scout by Joan Crosby—Dick Kleiner/Pepper O'Brien ... EF
TV Spotlight Features ... UFS
TV Spotlight Photos ... UFS
TV Starscramble ... WHI
TV Star Scene ... UFS
TV Starscreen Puzzle—Al Kilgore & Martin Linehan ... UFS
TV Supplements ... UFS
TV Tangle—Gene Herndon ... UFS
TV Tattle—Joan Geoghegan ... UFS
TV Teaser ... EF
TV Tee Hees—Henry Scarpelli ... LAT
TV Tester—Al Costa ... WHI
TV Testpattern ... EF
TV Time Line ... TVT
TV Time Previews—Dan Lewis ... KFS
TV Tinderbox—Buck Biggers ... KFS
TV Tune-In (Lewis)—Dan Lewis ... UFS
TV Tune-In (Bacon)—Jim Bacon ... UFS
TV Tune-In (Shull)—Richard K. Shull ... UFS
TV Time/TV Day Feature Service ... TVT
TV Time/TV Day TV Listing Service ... TVT
TV Time/TV Day Magazine Service ... TVT
TV Time/TV Day Tabloid Service ... TVT
TV View—Frances M. Knox ... DIC
TV Week Ahead Sports ... TVC
TV Week Features ... UFS
TV Week Photos ... UFS
Tween 12 and 20—Dr. Robert Wallace, Jr. ... CNS
Twitch The Witch—Howard Rands ... SM
2 Minute Meditation—A. Blake ... SBP
Two-Minute Mystery Series—Donald J. Sobol ... TM

U

U-Bild It—Steve Ellingson ... UB
U-Nutty Nations—Tom Kukic ... TWN
Uncle Charlie—Peter Laing ... WSS
Uncle Ray's Column—Ramon Coffman ... FNS
Uncommon Conversations—Philip Nobile ... UNP
Under Twenty—Kurt Lassen ... CF
Understanding Insurance: A Consumer's Guide—Ray E. Carden ... TWN
Unipix ... UPIN
Unkindest Cut—Marcia Millman ... UFS
Unlikely Letters—Bernard Williams ... SM
Uri Geller Column—Uri Geller ... MCN
US Magazine ... NYT

V

Variety Oddity Coin Collecting—F. G. Spadone ... SPA
Various Titles—Colin Dangaard ... INF
Various Titles—Don Freeman ... CNS
Various Titles—Jack Murphy ... CNS
Various Titles—John Philip Sousa ... CNS
Vets' Voice—David Ward ... UNP
Video Cross ... UFS
View—Frances M. Knox ... DIC
Village Square—Chuck Stiles ... SM
VIP Medical Grapevine—Ruth Nathan Anderson ... VMG
Virginia Payette—Virginia Payette ... UFS
Visage—Don Burchett ... CRO
Visit To The Stars ... WIP
Voice Of Broadway—Jack O'Brian ... KFS
Voice Of Freedom—Marv Arthur ... ARU

W

Walking Around With Sydney DuBroff—Sidney DuBroff ... GPL
Wall Street World—William A. Stearns ... BIS
Ward 'N Gord—Paul E. Ticknor ... WNG
Washington Calling—Marquis Childs ... UFS
Washington Dateline—Patty Cavin ... RBN
Washington Feedback—Dorothy Marks ... WNS
Washington Insight—Joseph Kraft ... FNS
Washington Interviews—Malvina Stephenson ... WNS
Washington Journal—Robert J. Wagman ... NANA
Washington Merry-Go-Round—Jack Anderson ... UFS
Washington Notes ... EDC
Washington Report—Bogdan Kipling ... TSS
Washington Welter—Jesse H. Merrell ... MER
Washington Window ... UPI
Washington Window ... PRA
Washington Wire—Peter Pecarsky ... TWN
Watch On Washington—Clark Mollenhoff ... RTS
Watch Your Language—Lydel Sims ... CF
We Americans ... UPI
We Hold These Truths—Jeff MacNelly & Ross MacKenzie ... UFS
Weather Maps & Forecast ... UPIN
Webster Classics—H. T. Webster ... SM
Wee Pals—Morrie Turner ... UFS
Week Ahead Specials ... TVC
Week In Religion ... RNS
Weekend Chuckle—Tom & Beulah Collins ... LAT
Weekly News Packet ... PRA
Weekly Program Photo Highlights ... TVC
Weekly Short Stories ... OPS
Westell's Canadian Report—Anthony Westell ... TSS
Whatever Happened To—Buddy Basch ... BAS
What Life Has Taught Me ... SBP
What Next—Paul Hamlin ... SPS
What's Ahead For Southern Business—Laurence H. Shaw ... TWN
What's Cooking—Marjorie Forte ... TWN
What's Happening In Radio & Television—Michelle McGarrett ... RBN
What's New ... CSP
What's News—Wm. A. Leavell ... ERS
What's On Television ... UPI
What's The Law?—Jack Strauss ... UFS
What's Up ... NEA
What's Your Problem?—Linda Lawrence ... RFS
Where Are You Now—Chuck Beebe & Dick Brumley ... CNS
Where Is A Line—Bess Wallace ... TWN
Whizword ... CWF
Who Knows—L. R. Hughes & Staff ... EDC
Who Started It?—Dorothy Liermark ... TWN
Who zit—John Prinkey ... FSF
Why Be Bored?—Lillian Taylor ... TAY
Why Grow Old?—Josephine Lowman ... RTS
Wild Animals—Peter J. Horton ... NWS
Wilkins Column—Roy Wilkins ... RTS
Will Rogers Says—Bryan Sterling ... RTS
William Beecher—William Beecher ... NANA
William Raspberry Column—William Raspberry ... WPW
William L. Ryan—William L. Ryan ... NANA
Win At Bridge—Oswald & Jim Jacoby ... NEA
Wine Connoisseur—Robert Lawrence Balzer ... LAT
Wine Primer—Mark Pugner ... TAG
Winnie Winkle—Max Bibber and Henry Raduta ... CTN
Winnie Witch and The Giant Potatoe—Adamakos & Rogers ... CWF
Winning The Age Game—Gloria Heidi ... DDS
Winning Ways—Charles Rehns ... REH
Winthrop—Dick Cavalli ... NEA
***Wishing Well** ... KFS
Wisdom In The Street—Charles Rehns ... REH
Wit And Wisdom—Dorothy Yoder ... INR
With A Smile—Jack Adler ... TWN
With Tongue In Cheek—Sarah Adkins ... TWN
Without A Trace—Charles Berlitz ... DDS
Wizard Word—Penny Kanter ... CTN
Woman At Home—Arlene Rossen Cardozo ... DDS
Woman's World—Patricia McCormack ... UPI
Women Poll ... WMP
Women Sports ... SMP
Women's News Service ... WNS
Women's Pages—Dina Dellale ... EPS
Women's Way To Travel—Rosellen Callahan ... EES
Women's Wear Daily ... FA
Women's World—Princess Kay ... TWN
Women's World—Iris Hartman ... WNS
Wonder Wart Hog—Gilbert Shelton ... RIP
Wonderword—Joe Ouellet ... LAT
Woodsies—Robin ... TWN
Woody's World—Bill Potter ... UFS
Word-A-Day—Mickey Bach ... FNS
Word Cage Puzzle—Tracy St. John ... SUB
Word Game—Kathleen Saxe ... UFS
***Wordplay** ... KFS
Word Sleuth ... KFS
Wordsmith—Tim Menees ... UNP
Words In The News—M. J. Saperstein ... TWN
Words, Wit & Wisdom—William & Mary Morris ... UFS
Wordy Gurdy—Tricky Ricky ... UFS
Work And The Older Woman—Dana Stevenson ... UFS
Work Environment ... PRA
Working—Jack F. Bryson ... TWN
Working Woman—Niki Scott ... UNP
World Almanac Facts ... NEA
World Heritage—Nicholas Liacakos ... MCF
World Horizons—Sunday Feature Package ... UPI
World In Focus, The—William R. Frye ... FRY
World News Summary ... UPI
World Of Stamps—Joseph H. Pompey ... TWN
World Religious News—Dorothy Yoder ... INR
World Spotlight—Marv Arthur ... ARU
World Wide Travel Advice—Paige Palmer ... FAS
Worth Repeating—Theron Liddle ... RTS
Would You Believe—Robert W. Pelton ... TWN
Wright Angles—Larry Wright ... EF
Write On—Virgil Pinkley ... CNS

Y

Yankee Doodle Daily—Charles F. Wills and Rosemary White ... TWN
Yankee Doodles—Ben Templeton ... LAT
Yardley Jones Cartoons—Yardley Jones ... CWF
Years Ahead—Ghita Levine ... WNS
Yesterday's Stars—Nancy Anderson ... CNS
Yogi—Hanna-Barbera Productions ... MCN
Yost Column—Charles W. Yost ... FRY
You—Ruth Winter ... LAT
You And The U.S.A.—Albert B. Gerber, J. D. ... TWN
You And Your Career—Richard A. Patton ... TWN
You Auto Know—Richard Kagle ... TWN
You And Your Health—Peter J. Esse, M.D. ... MCN
You And Your Money—Judith G. Rhoades ... CNS
You Can Fix It—Walt Trag ... SBP
You Can Read Puzzles—Walt Trag ... SBP
You In The Church—The Church In You ... WIL
You Know You Really Love Them When—Miv Schaaf ... SCH
You Said It! (Readers Letters) ... AMW
You, The Consumer—Barbara & Ray Howard ... CTN
You, Your Child And Entertainment—David Nydick ... DAN
You, Your Child And School—David Nydick ... DAN
You, Your Child And Sports—David Nydick ... DAN
Young And Healthy—Dr. Frank Falkner ... LAT
Young Hobby Club—Robert Cleveland ... FNS
Young Ideas—Dick Young ... CTN
Young World—Tom Lennon ... NCF
Your Auto And You—Doyle K. Getter ... AUT
Your Best Years—Dee Payne ... TWN
Your Birthday—Stella Wilder ... UFS
Your Car—Eugene Milmoe ... LAT
Your Car—Ray Stapely ... TSS
Your Daily Paper—Read It-Use It—Kern Pederson ... TWN
Your Family Decorator—Carleton Varney ... FNS
Your Family Pet—Maxwell Riddle ... AF
Your Family Physician—James G. Price, M.D. ... SUB
Your Fashion Image—Charlotte Wilkinson ... YFI
Your Green Thumb—Dennis Cleary ... TWN

Your Handwriting Tells—Dorothy St. John Jackson ..... CNS
Your Home—Carolyn S. Murray ..... LAT
Your Home—Build And Improve—John D. Bloodgood & Angustus Suglia ..... KFS
Your Horoscope Forecast—Dolores Pyle ..... PYL
Your Horoscope Guide—Gina Ceaglio ..... CNS
Your Horrorscope—D. B. Shaw ..... TWN
Your Immediate Future—Ed Orloff ..... CRO
***Your Individual Horoscope**—Frances Drake ..... KFS
Your I Ching—Jean M. Bell ..... TWN
Your Legal IQ—Ritter & Levine ..... LEG
Your Life And Mine—Phyllis Mitchell ..... MIT
Your Medicare—Eugene Miller ..... MLN
Your Mind In Action—Thomas J. Majerski ..... TWN
Your Money—Pat Fellows ..... TSS
Your Money's Worth—Sylvia Porter ..... FNS
Your New Way Of Life—Joan Walker ..... TWN
Your Pet Isn't Sick—Tanzer and Lyons ..... UFS
Your Photos—Albert Moldvay ..... LAT
Your Retirement Dollar—Peter Weaver ..... KFS
Your Roots—James S. Toedtman ..... TOE
Your Social Security ..... CNS
Your Stars—Constance Sharpe ..... MIL
Your Stars This Week—Stella Wilder ..... UFS
Your Week Ahead—Damis ..... CSP
Your World—Charles Vance ..... VAN
***You're Getting Closer**—Patte Wheat/Dale Hale ..... KFS
You're Sew Right—Dale Cavanagh ..... SPS
Youth Clinic ..... TSS
Youth On The Go—Randy Mink ..... MIK

Z

Zane Grey's Best Short Stories & Books ..... OPS
Zanies—J. Maddox ..... SBP
Ziggy—Tom Wilson ..... UNP
Zig-Zag—Steve Ryan ..... CNS
Zingers—John Broudhecker ..... AF
Zodiyaks—John Prinkey ..... FSF
Zoonies—Craig Leggett ..... NEA-EF

SYNDICATED FEATURES LISTED BY AUTHORS, ARTISTS

A

Abraham, George & Katy—The Green Thumb Question Box ..... TGT
Abraham, George & Katy—The Green Thumb Garden Column ..... TGT
Abraham, Dr. Willard—Our Children ..... CNS
Adamakos & Rogers—Winnie Witch and The Giant Potatoe ..... CWF
Adams, Anne—Dress Pattern Features ..... KFS
Adams, Bruce T.—Political Analysis ..... BIS
Adams, Dr. Carlyle—Our Religions ..... RTS
Adams, Cindy—Celebrity Interviews ..... WNS
Adams, Cindy—Cindy Says ..... UFS
Adams, Eve—Adam's Rib ..... TWN
Adams, Jean—Teen Forum ..... UFS
Adams, Joey—Strictly For Laughs ..... CF
Adams, Russell B.—At The Movies With Russell B. Adams ..... ADA
Adams, Sally & Jim—Get Your $ Worth ..... MCN
Adkins, Sarah—With Tongue In Cheek ..... TWN
Adler, Jack—With A Smile ..... TWN
Adler, Jane—Indoor Gardening ..... FNS
Adler, Joseph—Destination ..... ADL
Africano, Lillian—One Woman's Voice ..... PRI
Ahern, Margaret—Our Parish ..... NCF
Ahern, Margaret—Speck ..... NCF
Ahern, Timothy—Creative Home Crafts ..... ART
Aiken, Sen. George D.—Sen. George D. Aiken Column ..... ICP
Albitz, George—Saddle Sores ..... TWN
Albro, Frank—Treasure Trove ..... TWN
Alcala-Dem—Rick O'Shay ..... CTN
Alderson, Court—This is Sport ..... SM
Alexander, Bob—Benchwarmer's Sports Trivia ..... CNS
Alexander, Don—Humoresque ..... ARU
Alexander, Don—Pot Luck ..... ARU
Alexander, Henry—To The World Horizons ..... TWN
Alexander, Holmes—Holmes Alexander Column ..... MCN
Alexander, Jerry—Alexander's Local Cartoons ..... ALX
Alf—Soft Focus ..... KFS
Alfaro—Spanish Crossword Puzzle ..... KFS
Allen, Greg K.—Dr. Rock ..... PRI
Allen, Robert E.—Star Gazing ..... STG
Allen, Robert S.—Inside Washington ..... FNS
Allison, Barbara—This 'n That ..... SUB
Alwyn, Martin—Ask Anybody . . . Anything ..... NANA
Amidon, Kathryn—Beauty Bits ..... WOR
Amory, Cleveland—Amory's People ..... LAT
Anastasi, April—Beauty Hints ..... ASC
Anders, Clarice—The Mixer ..... AR
Anders, Ronald—Coin Notes ..... AR
Anders, Ronald—Stamp Nook ..... AR
Anderson, Brad—Grandpa's Boy ..... SM
Anderson. Brad—Marmaduke ..... UFS
Anderson, Carolyn—Carolyn's Collections ..... AMW
Anderson, Dave—Sports of the Times ..... NYT-NS
Anderson, David E.—Religion in America ..... UPI
Anderson, Jack—Jack Anderson's Weekly Special ..... UFS
Anderson, Jack—Washington Merry-Go-Round ..... UFS
Anderson, Jennifer—Ask Jennifer ..... LAT
Anderson, Jennifer—Quick Tip Beauty Strip ..... LAT
Anderson, Nancy—Hollywood Hotline ..... CNS
Anderson, Nancy—Yesterday's Stars Today ..... CNS
Anderson, Pat—Astronits ..... AND
Anderson, Ruth Nathan—VIP Medical Grapevine ..... VMG
Anderson, Tom—Straight Talk ..... AMW
Andriola, Alfred—Kerry Drake ..... FNS
Angle, Martha & Robert Walters—In Washington ..... NEA
Anthony, Dart/Loy, Damon—Entertainment World ..... TWN
Anthony, Noel—Continental Diary ..... NANA
Appel, Ellen/Donna Smith—Snap Kraft ..... FNS
Appleton, Jerry—TVQ ..... TSS
Armstrong, Garner Ted—The Plain Truth ..... UNP
Armstrong T.—Famous Caricatures ..... OPS
Arnie—Arnie Stockholm ..... SBP
Arnold, Henri—Ching Chow ..... CTN
Arnold Henri & Bob Lee—Junior Jumble ..... CTN
Arnold, Henri & Bob Lee—Jumble ..... CTN
Arnold, Jud—Green Talk ..... CWF
Arnold, Russ—Nothing But the Truth ..... SM
Arriola, Gus—Gordo ..... UFS
Arthur, Marv.—Made Public ..... ARU
Arthur, Marv—Marv's Reply ..... ARU
Arthur, Marv.—Time For Action ..... ARU
Arthur, Marv.—Voice of Freedom ..... ARU
Arthur, Marv.—World Spotlight ..... ARU
Ascher, Sidney—Growing Older with Sidney Ascher ..... ASC
Ascher, Sidney—Sid Ascher's World ..... ASC
Asher, Jim/Phil Evans—Channel Jockeys ..... WHE
Ashley, Bobbie—Tune In ..... SPS
Austin, John—Hollywood's Unsolved Mysteries ..... HIS
Austin, John—Hollywood Inside ..... HIS
Austin, John/Patric Curtis—My Life With Raquel (Welch) ..... HIS
Austin, Norman—Freighter Travel ..... HIS
Auth, Tony—Tony Auth Cartoons ..... WPW
Avery, Jeanne—Star Tracking ..... FNS
Axelbank, Albert—Dateline: Moscow ..... NANA

B

Bacall, Aaron—Buster ..... TWN
Bach, Mickey—Word-A-Day ..... FNS
Bachman, Dr. David—Dr. Jock ..... CTN
Bachmann, Marcy—Frankly Female ..... OAK
Bachrach, Bert—Now See Here! ..... KFS
Bacon, James—Hollywood Hotline ..... UFS-NANA
Bacon, Jim—TV Tune-In (Bacon) ..... UFS
Baginski, Frank—Spiltsville ..... LAT
Bailey, Rev. A. Purnell—Our Daily Bread ..... LAT
Baker, Jim—Ben Hardy ..... PIO
Baker, Jim—As You Were ..... PIO
Baker, Russell—Observer ..... NYT-NS
Bald, Ken—Dr. Kildare ..... KFS
Baldrige Letitia—Contemporary Living ..... LAT
Baldwin, Ed and Stevie—Makin' Things ..... RTS
Ball, Murray—Stanley ..... UNP
Ball, Walter—Rural Route ..... MIL
Balzer, Robert Lawrence—Wine Connoisseur ..... LAT
Baranik, Gary—Authors & Books ..... BAR
Barash, Norma—Cooking ..... JTA
Barnes, J. & Bruckner, R.—Aviation ..... BIS
Barnes, Jack—Crime Science ..... BIS
Barnes, Ruth—The Better Half Daily ..... RTS
Barnes, Ruth—The Better Half Page ..... RTS
Barney, J.—Prison Rap ..... SAW
Barney, J.—Smoke From Jeannie's Lamp ..... SAW
Barr, Jeff—Jazz On Record ..... TWN
Barsotti, Charles—Broadsides ..... LAT
Barry, Dan—Flash Gordon ..... KFS
Barry, Seymour, Lee Falk—Phantom, The ..... KFS
Basch, Buddy—Army Funnies ..... BAS
Basch, Buddy—Celebrite-Hees ..... BAS
Basch, Buddy—Entertainment Whirl ..... BAS
Basch, Buddy—Help, Police! ..... BAS
Basch, Buddy—Jokes ..... BAS
Basch, Buddy—Music Whirl ..... BAS
Basch, Buddy—Real Names/Reel Names ..... BAS
Basch, Buddy—That's Life ..... BAS
Basch, Buddy—Travel Whirl ..... BAS
Basch, Buddy—Whatever Happened To ..... BAS
Basch, CJB Jr.—Scramble Steps ..... BAS
Bascomes, The—Along The Camping Trail ..... BA
Bascomes, The—Along The Food Trail ..... BA
Bascomes, The—Along The Wine Trail ..... BA
Bascomes, The—Travel Along ..... BA
Basset, Gene—Gene Basset ..... UFS
Bateson, Thomas A.—Collector's Corner ..... UFS
Batiuk, Tom—Funky Winkerbeam ..... FNS
Battelle, Phyllis—Assignment: America ..... KFS
Battista, Dr. O.A.—Health Today ..... SBP
Baughman, Bill—Exploring with Your Camera ..... BAU
Baughman, Bill—Photo Info ..... BAU
Baum, Herman—The House Doctor ..... RTS
Bauman, Richard—To Pick Up A Dull Conversation ..... TWN
Baur, Don/Craig Barbara—Christmas Strip ..... NEA
Beale, Betty—Betty Beale's Washington Letter ..... FNS
Beard, James A.—Beard on Food ..... WSS
Beaudoin, Mike—Green & Grassy ..... BEA
Beck, Marilyn—Marilyn Beck's Hollywood ..... NYT
Becker, B. Jay—B. J. Becker's Contract Bridge ..... KFS
Becker, Marjory—The Handicapped ..... TWN
Bee, Noah—Editorial Cartoon ..... JTA
Beebe, Chuck & Dick Brumley—Where Are You Now ..... CNS
Beecher, William—William Beecher ..... NANA
Beeman, Art—Those Were The Days ..... SM
Belmont, Trixie—Ladies First ..... WNS
Bell, Jean M.—Your I Ching ..... TWN
Bellemy, Frank—Garth ..... ITP
Benarone, D. & Horowitz, David—Book Reviews ..... WUP
Benarone, David—On the Religious Front ..... WUP
Bendel, Peggy—Behind The Seams ..... SUB
Bendiner, Robert—Once Over Lightly ..... NYT
Bennett, Dianne—Soundtrack ..... HRS
Bennett, Mary Alice—A Little Prayer ..... AF
Bennett, Jessie—Speaking of Angels ..... TWN
Bennett, Tiny—In The Kitchen ..... SUN
Bentley, Carole—Hair Care ..... ITP
Berlitz, Charles—Without A Trace ..... DOS
Bernstein, Paul (Mr. Physical Fitness of USA)—Look . . . and Feel Your Best ..... RBN
Bernstein, Theodore M.—Bernstein on Words ..... NYT
Berrill, Jack—Gilthorpe ..... CTN
Berry, Jim—Berry's World ..... NEA
Bess, Gordon—Redeye ..... KFS
Betancourt, Hal—Advertising Basics ..... BET
Betzina, Sandra—Sew With Flair ..... CHR
Bibber, Max & Raduta, Henry—Winnie Winkle ..... CTN
Biggers, Buck—TV Tinderbox ..... KFS
Bilko—Car Crazy ..... SBP
Bingham, June—One Woman's Voice ..... PRI
Bishop, Gery—House Plans ..... UFS
Bishop, Jim—Jim Bishop: Reporter ..... KFS
Blackburn, Henry—God's Country ..... BSF
Blackburn & Thomas—Super and Pals ..... TWN
Blaine—Editorial Cartoons ..... MIL
Blair, Buddy—Kid Carson Says ..... BSF
Blake, A.—2 Minute Meditation ..... SBP
Blake, Bud—Tiger ..... KFS
Blake, Christopher—The Gourmet Laureate of New Orleans—Christopher Blake ..... RBN
Blasingame, M.D., F.J.L.—Let's Stay Well ..... UFS
Blauvelt, Lee—Stamping Around The World ..... CNS
Blazer, Don—Of Course, A Horse ..... CNS
Blevins, Don—Have You Ever Been There? ..... TWN
Blinn, Johna—Celebrity Cookbook ..... LAT
Block, Herbert L.—Herblock ..... FNS
Bloom, Jose—Significant Nonentities in Sports ..... LEP
Blumenfeld, Harold/Contin, Lou—Growing Older ..... NEA
Blyth, Jeffrey—Dateline America ..... ITP
Bogert, John M.—John M. Bogert Column ..... ICP
Bollen, Roger—Animal Crackers ..... CTN
Bollen, Roger—Catfish ..... CTN
Bollen, Roger—Funny Business ..... NEA
Boltinoff, Henry & James Burnett—Nubbin ..... KFS
Boltinoff, Henry—Stoker The Broker ..... WSS
Bombeck, Erma—At Wit's End ..... FNS
Bond, Julian—Julian Bond At Large ..... BPS
Boody, Shirley Bright—Eat Yourself Slim ..... CNS
Borgstedt, Doug—Cartoons ..... CNS
Borgstedt, Doug—Rudy ..... CNS
Borgstedt, Doug & Jean—The Pet Set ..... BOR
Borozinski, Len—Marsh Mellows ..... CNS
Bosch, Patricia/Richey, Dorothy—Today's Woman In Today's World ..... RBN
Bosco, Antoinette—The Bottom Line ..... NCF
Bosler, Msgr. Raymond T.—Question Box ..... UNP
Bothwell, Angela/Ford—Camping Family Style ..... SUB
Bottel, Helen & Sue—Generation Rap ..... KFS
Bottel, Helen & Sue—Helen Bottel ..... KFS
Bouchard, Lucille—Beauty Is ..... BOU
Bourjaily, Monte F.—Everyday Editorials ..... GLS
Bowen, Charles and Barbara Jones—Beautiful! ..... AF
Bowles, Jerry—Forever Hold Your Banner High ..... DOS
Bowman, Bob—Flashback on Canada ..... SUN
Bowyer, Mathew—Postal Panorama ..... TWN
Boyd & Wood—Editorial Cartoon ..... MOR
Boyd & Wood—Apple Pie ..... MOR
Boyd & Wood—Sovereign State of Affairs ..... MOR
Boyd, L. M.—L. M. Boyd Column ..... CRO
Brace, Irvine A.—Camera College ..... BRA
Brace, Irvine A.—Photography ..... MIL
Braden, Tom—Tom Braden Report ..... LAT
Bradfield, Roger—Dooley's World ..... KFS
Bradford, Barbara Taylor—Designing Woman ..... LAT
Bradley, Marvin P., Edgington, Frank/Dallis, Dr. N. P.—Rex Morgan, M.D. ..... FNS
Bradshaw, John—On Gardening ..... SUN
Bramson, Betty—Bramson's World ..... TWN
Brandon, Brumsic, Jr.—Luther ..... LAT
Brannon, William T.—True Crimes and Mysteries Series ..... KFS
Bransford, Audie—Jest For Laffs ..... TWN
Brennan, Francis—Graphic Commentary ..... NIES
Brennan, John—Drugs Your Doctor Prescribes ..... LAT
Brenner, Bernard—On the Farm Front ..... UPI
Breslin, Jimmy—Jimmy Breslin ..... CTN
Brett, Carl—Bridge ..... GIN
Brickley, Terry—Handicapsules ..... MAN
Brickman, Arthur—Readers World ..... BRI
Brickman, Morrie—The Small Society ..... WSS
Bridges, Herb—Show Biz ..... MOR
Brightbill, Dorothy—Needlework Kit ..... APN
Brilliant, Ashleigh—Potshots ..... CTN
Broder, David S.—David S. Broder Column ..... WPW
Brody, Jane—Personal Health ..... NYT-NS
Brooks, Alice—Needlecraft Pattern Feature ..... KFS
Brooks, Dick—Jackson Twins ..... MCN
Brothers, Dr. Joyce—Ask Dr. Brothers ..... KFS
Broudhecker, John—Zingers ..... AF
Brown, Amery—Braintwister ..... OPS
Brown, Bill & Casson, Mel—Boomer ..... UFS
Brown, Bob—Science For You ..... LAT
Brown, David—Today's World ..... KFS
Brown, Harry & Dorothy—Dottie Decorates ..... LAT
Browne, Dik and Walker, Mort—Hi and Lois ..... KFS
Bruckner, R. & Barnes, J.—Aviation ..... BIS
Brudner, Harvey J., Ph.D.—Inside Education ..... GNB
Brumley, Dick & Chuck Beebe—Where Are You Now ..... CNS
Bruss, Robert—Real Estate Mailbag ..... REF
Bruss, Robert—Real Estate Notebook ..... REF
Bryant, G., Hall, G.—Bryant/Hall Travel ..... TSS
Bryson, Jack F.—Working ..... TWN
Buchanan, Patrick J.—The Dividing Line ..... NYT
Buchwald, Art—Art Buchwald Column ..... LAT
Buckley, Priscilla—One Woman's Voice ..... PRI
Buckley, Jr., William F.—On The Right ..... WSS
Buescher, Alfred J.—Buescher Editorial Cartoons ..... KFS
Bugg, Bob—The Treadwells ..... CTN
Bunch, Ross E.—Gabe and Loki ..... TWN

FEATURES BY AUTHORS

Bunch, Ross & The Dintimans—Driver Ed & Edna ..... TWN
Bunch, Ross E.—The Chargers ..... TWN
Burch, Monte—Good Earth Almanac ..... UNP
Buresch, Joe E.—Dinah Mite ..... JEB
Buresch, Joe E.—Fletcher the 4-H'r ..... JEB
Burchett, Don—Visage ..... CRO
Buresch, Joe E.—Outdoor Mini-Tips ..... JEB
Buresch, Joe E.—The Kids ..... JEB
Burg, Marcia—Chef Marcia ..... WNS
Burge, Ethel—The Fashion Strip ..... BUR
Burness, Tad—Auto Album ..... UFS
Burnett, James and Boltinoff, Henry—Nubbin ..... KFS
Burroughs, Ben—Sketches ..... LAT
Burroughs, Edgar Rice—Tarzan ..... UFS
Buscema, John/Roy Thomas—Conan the Barbarian Daily ..... RTS
Buscema, John/Roy Thomas—Conan the Barbarian Sunday ..... RTS
Burtoff, Barbara—Alphabet Soup ..... BRT
Bushmiller, Ernie—Nancy ..... UFS
Butcher, Lee—Eye On Medicine ..... TWN
Butler, Ron—Passport To Everywhere ..... CF
Buttram, Pat—Pat Buttram Column ..... ICP
Buttram, Pat—Pat Buttram Sez ..... CAP

C

Caen, Herb—It's News To Me ..... CHR
Callahan, Rosellen—Shopping The World ..... EES
Callahan, Rosellen—Tips For Trips ..... EES
Callahan, Rosellen—Women's Way to Travel ..... EES
Callahan, Rosellen—Historic Walking Tours ..... EES
Calman, Mel—Men & Women ..... FNS
Camp, Dalton—Dalton Camp ..... TSS
Camp, Kavanagh-Fletcher—Bringing Up Father ..... KFS
Campbell, Blanche—Putterin' Pete ..... CNS
Campbell, David—Reel Facts ..... LEP
Campbell, Don—About Real Estate ..... RTS
Campbell, Don G.—Daily Investor ..... UFS
Campbell, Don G.—Mutual Funds ..... UFS
Caniff, Milton—Steve Canyon ..... FNS-KFS
Carden, Charles E.—Daily Stock Market Chart (Short Term Trend) ..... STO
Carden, Charles E.—Sunday Stock Market Chart (Long Term Trend) ..... STO
Carden, Charles E.—The Carden Report ..... STO
Carden, Charles E.—The Market Day By Day—(Short Term Trend) ..... STO
Carden, Karen—Medical Memo ..... TWN
Carden, Ray E.—Understanding Insurance: A Consumer's Guide ..... TWN
Cardoza, Anthony—Hollywood Pit Stop ..... HOP
Cardozo, Arlene Rossen—Woman At Home ..... DDS
Carlinsky, Dan—Dan Carlinsky Column ..... CAR
Carlinsky, Dan—It's On The Tip of My Tongue ..... EF
Carlson, Harriet—Self-Help To Charm ..... HC
Carper, Jean—One Woman's Voice ..... PRI
Carrell, Al—Super Handyman ..... KFS
Carroll, Charles—Antiques Appraisal Clinic ..... CRO
Carroll, Les & Tom McCormick—Our Boarding House ..... NEA
Carter, Anthony—Terse Verse ..... OPS
Carter, Lillian & Beth Tarton—Miss Lillian & Friends ..... WNS
Cartwright, Charles—Church Chuckles ..... SM
Caruba, Alan—Bookviews ..... INP
Caruba, Rebecca—Gourmet's Notebook ..... INP
Casey, Sally—Dear Sally ..... OPS
Casper, Billy—Billy Casper's Golf ..... UFS
Cassill, Kay—Travel Addict ..... TWN
Cassini, Igor—I'd Do It All Over Again ..... UFS
Cassini, Igor & Diane Judge—Cassini Carousal ..... CF
Casson, Mel & Bill Brown—Boomer ..... UFS
Cavalli, Dick—Winthrop ..... NEA
Cavanagh, Dale—You're Sew Right ..... SPS
Cavin, Patty—Washington Dateline ..... RBN
Ceaglio, Gina—Your Horoscope Guide ..... CNS
Chagall, David—The Smart Life ..... TWN
Chamberlain, John—These Days ..... KFS
Chandler, Wayne & Charlie Folds—Toby & Tulip ..... TTI
Chapman, Christine—America's Runaways ..... JPS
Childs, Marquis—Washington Calling ..... UFS
Christian, George—Dreams ..... LAT
Christian, Michelle—Fun In The Kitchen ..... RBN
Christensen, Bente—TV Commentary ..... EDC
Christophers, The—It's Your Life ..... MCN
Christy, George—The Great Life ..... HRS
Christy, Marian—Life Styles ..... UFS
Church, Ruth Ellen—All About Wine ..... CTN
Claiborne, Craig—Food ..... NYT-NS
Claire, Aileen—Food For Americans ..... NEA
Clark, Frank—Country Parson ..... SM-RTS
Clark, Shannon Kelly—Art For Love & Money—Shannon Kelly Clark ..... RBN
Cleary, Dennis—Your Green Thumb ..... TWN
Clements, H. Everest "Hi"—Be A Good American ..... HIC
Cleveland, Robert—Cappy Dick ..... FNS
Cleveland, Robert—Young Hobby Club ..... FNS
Clift, John—City Editor's Tip Service ..... LAT
Cloherty, Jack and Bob Owens—Investigators ..... LAT
Coan, Nonnee—Small Fry Diary ..... COA
Coan, Nonnee—Shredded Wit ..... COA
Cobb, R.—R. Cobb ..... SAW
Cocoran, Jean/Newman, Shirlee—Hooray For Kids ..... TWN
Coffman, Ramon—Uncle Ray's Column ..... FNS
Cohen, Haskell—Jews in Sports ..... JTA
Colan, Gene/Steve Gerber—Howard the Duck Daily ..... RTS
Colan, Gene/Steve Gerber—Howard the Duck Sunday ..... RTS
Colby, Roy—My Two Bits Worth ..... TWN
Colby, Wayne—Name Droppers ..... TWN
Cole, George—Feature Service ..... MED
Cole, George—Pure Pulp ..... MED
Cole, George—Survival Guide For The Liberated Man ..... MED
Coleman, Dr. Lester L.—Speaking of Your Health ..... KFS
Collins, Carmen—House Detective ..... TWN
Collins, Carmen—How Well Do You Know Yourself ..... TWN
Collins, Ed—First One In ..... CNS
Collins, Tom—Golden Years ..... LAT
Collins, Tom—Senior Forum ..... LAT
Collins, Tom & Beulah—Today's Chuckle ..... LAT
Collins, Tom & Beulah—Weekend Chuckle ..... LAT
Connolly, Bruce—Film Clips ..... BIS
Conrad, Paul—Paul Conrad Cartoon ..... LAT
Considine, B. B.—Prizeweek Crossword ..... DWL
Conwell, John—Mirror Of Your Mind ..... KFS
Cooper, Julius—Boating ..... UFS
Cooper, Nina—Crossword Puzzle ..... APN
Cooper, Paulette—Travel Tips ..... INP
Corbett, Mary Ellen—Feminist Q. & A. ..... COS
Corcoran, Jean & Shirlee Newman—Hooray For Kids ..... TWN
Cordray, Bob—Alex In Wonderland ..... CNS
Corey, Ben—Let's Make ..... HAR
Corey, Ben—Teen Scene ..... HAR
Corn, Ira G., Jr.—The Aces ..... UFS
Corradeno, Philomena—Nutrition Cookbook ..... KFS
Costa, Al—TV Tester ..... WHI
Costello, Patty & Dick Weber—Bowling Tips ..... UFS
Cottin, Lou/Blumenfeld, Harold—Growing Older ..... NEA
Cortney, Don—Mr. & Ms. Fixit ..... TWN
Cousins, Norman—Norman Cousins Column ..... LAT
Cowan, Dick—CB In Action ..... KFS
Craig Barbara/Baur, Don—Christmas Strip ..... NFA
Craig, Mary—Household Scrapbook ..... OPS
Cramer, Polly—Polly's Pointers ..... NEA
Cramer, Polly—Patterns & Pointers ..... NEA
Crane, Dr. George W.—Dr. Crane's Quiz ..... HPS
Crane, Dr. George W.—The Worry Clinic ..... HPS
Crane, Jamie—McCrane Food Page ..... ICP
Crane, Ray—Cut Your Own Taxes And Save ..... NEA
Crane, Roy—Buz Sawyer ..... KFS
Creed, George E.—It's Your Landscape ..... FNS
Crenshaw, George—Belvedre ..... FNS
Crenshaw, George—Gumdrop ..... UFS
Criswell—Criswell Predicts ..... MCN
Cromie, Bill—Behavior ..... ESN
Cronin, Sylvia—Tip Off—The Rip Off ..... CFS
Crooks, Bill, Jim Lawrence—Captain Easy ..... NEA
Crowley, B. J.—Horoscope ..... EDC
Crump, Joe—Low Down From The Congressional Record ..... CRU
Crymes, Mary Furey—Jolly Green Thumb ..... SUB
Cummings, Yvette—Craft For Kids ..... TWN
Cuneo, Ernest—National Whirligig ..... NANA
Cuniff, Al & Walesby, Stokes—Rockpile ..... UFS
Cuppet, Charles—Thought In Passing ..... TWN
Curfman, Greg—Figleaves ..... SAN
Curtis, Dr. Lindsay R.—For Women Only ..... UFS
Curtis, Patrick/John Austin—My Life With Raquel (Welch) ..... HIS
Curtis, Robert Edward—The Scene ..... GSM
Curtiss, Wendell—Country View ..... TWN
Cutter, Robert A.—Motoworld ..... THG
Cutter, Bob—The Steering Column ..... THG

D

Dahna & Damon—Bark Back ..... TWN
Dallis, Dr. N. P. and Harold Le Doux—Judge Parker ..... FNS
Dallis, Dr. N. P. & Frank Edgington/Marvin P. Bradley—Rex Morgan, M.D. ..... FNS
Dameans, The—Life In Music ..... NCF
Damis—Your Week Ahead ..... CSP
Damon & Dahna—Bark Back ..... TWN
Dana, Bob—Bob Dana On Wine ..... NEW
Dana, Margaret—Before You Buy ..... UFS
Dana, Margaret—Consumer's Question Box ..... UFS
Dangaard, Colin—Various Titles ..... INF
Darrack, Arthur—Buy Right ..... RTS
Dart, Susan—Natural Foods ..... LAT
David, Barbara/Richard B. Stuart—Slim Chance in a Fat World ..... MAN
Davidson, Sara—Loose Change ..... DDS
Davies, Frederick—Meet The Stars ..... ITP
Davis, NLG, Norman M.—The Coin Box ..... NMD
Day, Crosby L.—Hollywood's Twilight Years ..... TWN
Day, Lawrence—Canadian Chess ..... TSS
Debnam, Betty—Mini Page ..... UNP
Dee, Jay J. D.—Law for Laymen ..... TWN
Deitch, Mark—Jaundiced Eye ..... TWN
Deitz, Susan—Single File ..... LAT
Delaney, Joe—Today In Las Vegas ..... NEW
Delaplane, Stan—Around The World With Stan Delaplane ..... CHR
Delaplane, Stan—Postcards ..... CHR
deMartinau, Duarte—International Dateline ..... TWN
Dellale, Dina—Beauty Hints ..... EPS
Dellale, Dina—Fashions ..... EPS
Dellale, Dina—Women's Pages ..... EPS
Dempster, Nigel—Dempster's Diary ..... ITP
Demson, Edward J.—The Legal Way ..... CNS
Dennis, Charles H.—Tid-Bits ..... TWN
Dennis, Landt & Lisl—Travel Facts ..... TRF
Denton, Patrick—Backyard Gardener ..... CNS
Desatta, Katie—Crossword Puzzle ..... MOR
de Santis, Florence—Fashion, Face and Figure ..... UFS
Detjen, Gustav, Jr.—Fireside Chats ..... DET
Detjen, Gustav, Jr.—Philatelic News ..... DET
Detjen, Gustav, Jr.—Philatelic News ..... DET
Detjen, Gustav, Jr.—The Philatelic Journalist ..... DET
Detjen, Gustav, Jr.—The Wonderful World of Stamps ..... DET
Dietzen, Father John—Question Box ..... NCF
deToledano, Ralph—Ralph de Toledano Column ..... CNS
Diamond, Nina—Laughing All The Way ..... DIA
Dickenson, Fred and John Prentice—Rip Kirby ..... KFS
Didato, Ph.D., S.V.—Behavior and Business ..... DID
Didato, Ph.D., S.V.—Behavior In The News ..... DID
Didato, Ph.D., S.V.—Behavior Quiz ..... DID
Dietrich, Harold—Is Everybody Happy—and Why Not ..... TWN
Diggs, R.—Diggs ..... RIP
D'Imperio, Dan—Flea Market Finds ..... CRO
Dintiman, George/Unitas, John—Champion Athlete ..... TWN
Dintimans, The & Bunch, Ross—Driver Ed & Edna ..... TWN
DiPreta, Tony—Joe Palooka ..... MCN
Dirks, John—Captain and The Kids ..... UFS
Disney, Walt—Christmas Strip ..... KFS
Disney, Walt—Donald Duck ..... KFS
Disney, Walt—Scamp ..... KFS
Disney, Walt—Treasury of Classic Tales ..... KFS
Dixon, Jeane—Jeane Dixon ..... LAT
Dodd, Ed—Mark Trail ..... FNS
Dodd, Ed—Mark Trail's Outdoor Tips ..... FNS
Dodge, Fred—Candle & Mirror ..... MM
Dodge, Fred—Monthly Mention ..... MM
Dodge, Fred—60 Second Sermons ..... MM
Dolan, Ann Frances—Save Time & Money ..... SUB
Donald, John—Books For the Coffee Table ..... TAG
Donato, Andy—Donato Daily ..... SUN
Donato, Andy—Donato Weekly ..... SUN
Dorweiler, Virgil W.—Behind The Seen ..... TWN
Douglass, Elisha—Strength For The Day ..... CF
Douglass, Elisha—Sunday School Lesson ..... CF
Dowd, Merle—Managing Your Family's Money ..... RTS
Drake, Frances—Your Individual Horoscope ..... KFS
Drake, Stan—The Heart of Juliet Jones ..... KFS
Drogin, Marc—Book Marc ..... DRO
Drummond, Roscoe—Roscoe Drummond Column ..... LAT
Dubeck, LeRoy/Joseph Livingston—Chess ..... SPS
Du Broff, Sidney—A Letter Of Fact And Analysis ..... GPL
Du Broff, Sidney—Fiction With Du Broff ..... GPL
Du Broff, Sidney—Here And There With Rod And Gun ..... GPL
Du Broff, Sidney—Walking Around With Sidney Du Broff ..... GPL
Dudgeon, Colleen—Calling Coll—en ..... CSP
Duffy, Martin—Baloney ..... TWN
Duffy, Martin—Cosgrove ..... TWN
Duffy, Martin—Mrs. Murphy ..... TWN
Dumas, Jerry & Mort Walker—Sam and Silo ..... KFS
Dunagin, Ralph—Dunagin's People ..... FNS
Dunkel, Dick—Dick Dunkel's College Basketball Index ..... DSR
Dunkel, Dick—Dick Dunkel's College Football Index ..... DSR
Dunn, Bob and Hy Eisman—Little Iodine ..... KFS
Dunn, Bob & Scaduto, Al—They'll Do It Everytime ..... KFS
Dunnell, Milt—Milt Dunnell ..... TSS
Durslag, Melvin—Durslag Sports Column ..... KFS
Dvorak, John—Small Business Tips ..... TAG

E

Eaker, Gen. Ira C.—National Security Affairs ..... LAT
Eastman, Dave—Carmichael ..... LAT
Edgington, Frank & Dr. N. P. Dallis/Marvin P. Bradley—Rex Morgan, M.D. ..... FNS
Edman, Lou—Lou Edman Describes ..... EDM
Edwards, Ted—Dateline Washington ..... TWN
Edwards, Ted—Footlights and Kleiglights ..... TWN
Eichen, Carole—Apartment Modes ..... CNS
Eisinger, Larry—Home Workshop File ..... CTN
Eisman Hy & Bob Dunn—Little Iodine ..... KFS
Elderman, Roy and Susan Wyatt—Elderman ..... MCF
Ellie & David—Teenage Corner ..... TEE
Ellingson, Steve—Do-It-Yourself ..... MNF-UB
Ellingson, Steve—U-Bild It ..... UB
Ellis, Mel—The Good Earth ..... APN
Ellis, Merle—The Butcher ..... CHR
Elrod, Jack—The Ryatts ..... FNS
Engelhart, Bob—Cartoons ..... CNS
Engleman, Earl—Dot To Dot ..... SBP
Engelmayer, Sheldon & Robert J. Wagman—Energy-Environment Digest ..... NANA
Engelmayer, Sheldon & Robert J. Wagman—It's Your Car ..... UFS
Engleman, Earl—Just For You ..... SBP
Engleman, Earl—Tennis Cartoons ..... SBP
Engler, Faye—Love Story ..... TWN
English, Sandal & Pritch—Gourmet On A Budget ..... ENG
Eridani—Astrology ..... ERI
Ernst, Ken & Allen & John Saunders—Mary Worth ..... FNS
Esar, Evan—Comic Dictionary ..... RTS
Ess, I. R.—Infernal Revenue ..... TWN
Esse, Peter J. M.D.—You And Your Health ..... MCN
Ettenson, Herb, Editor—New York News Crossword ..... CTN
Ettenson, Herb, Editor—The Daily Crossword ..... CTN
Ettenson, Herb, Editor—The Sunday Crossword ..... CTN
Evans, Larry—Evans on Chess ..... CHE
Evans, Lynette—Idle Musings ..... TWN
Evans, M. Stanton—M. Stanton Evans Column ..... LAT
Evans, Phil/Jim Asher—Channel Jockeys ..... WHE
Evans, Phil & Wheeler, Geo.—The Nature of Things ..... WHE

F

Fairfield, Flash—Show Biz ..... EF
Falk, Lee and Fred Fredericks—Mandrake The Magician ..... KFS
Falk, Lee and Seymour Barry—The Phantom ..... KFS
Falkner, Dr. Frank—Young and Healthy Always ..... LAT
Farmer, Eunice—Sew Simple ..... RTS
Farrar, Margaret—Los Angeles Times Crossword Puzzle ..... LAT
Farris, J.—Farris Wheel ..... SBP
Farris, Joanne—Life Begins At 40 ..... MCN
Faust, John Lee—Around The Garden ..... NYT
Feiffer, Jules—Feiffer ..... FNS
Feinberg, Samuel—From Where I Sit ..... FA
Feinsilber, Mike—People In Washington ..... UPI
Fellows, Pat—Your Money ..... TSS
Fernandez, Genevieve—Interior Decorating ..... UFS
Fesperman, Tom—Otherwise ..... EF
Fett, George—Norbert ..... UFS
Fiarotta, Phyllis—The Leisure Craftsman ..... KFS
Ficklen, Herc—Editorial Cartoons ..... AVA
Ficklen, Herc—Lonely Heart ..... AVA
Ficklen, Herc—Out of Orbit ..... AVA
Fiebig, Jim—Mark My Words ..... UFS
Fiebig & Prince—Anonymous ..... LAT
Field, Cathy Post—Celebrity Parade ..... SUB
Finley, Art—Art's Gallery ..... UNP

Finletter, J.—Miracle Gardening ... SBP
Finletter, June—Star Interviews ... SBP
Finney, Frank—Share A Date ... TWN
Fischer, Ed—Ed Fischer Editorial Panel ... MCN
Fischetti, John—Fischetti ... FNS
Fischler, Stan—Inside Sports ... TSS
Fisher, Douglas—Douglas Fisher Column ... SUN
Fisher, Edwin—Toppix ... CTN
Fisher, Graham & Heather—Features & Quizzes ... ITP
Fitch, Jack—Ringaround Word Games ... OPS
Fite, Jerry—Mosaic ... TWN
Fitzgerald, Jim—If It Fitz ... LAT
Flattau, Edward—Our Environment ... ART
Foley, Alan—Crosswords Galore ... SBP
Foley, B.—Airhawk ... SBP
Folds, Charlie & Wayne Chandler—Toby & Tulip ... TTI
Folger, Franklin—The Girls ... FNS
Forman, Tom & Templeton, Ben—Motley's Crew ... CTN
Forrest, Jane—New Horizons ... MCN
Forte, Marjorie—What's Cooking ... TWN
Fortuna, Michael & Spears, Jackie—Penny Thoughts ... AF
Foster, Hal—Prince Valiant ... KFS
Fox, Dr. Michael—Ask Your Vet ... CTN
Fox, Gill—Side Glances ... NEA
Fox, Rabbi Samuel—Jewish Quiz Box ... JTA
Frank, Bailey R.—The Skies Today ... SKI
Frederick, Larry—Medical Consumer ... EF-ESN
Fredericks, Fred & Lee Falk—Mandrake The Magician ... KFS
Freeman, Don—Various Titles ... CNS
Fremes, Ruth—Eating Right ... TSS
Fried, Ida—Automotive ... EPS
Fried, Ida—Boating ... EPS
Fried, Ida—Children ... EPS
Fried, Ida—Household ... EPS
Fried, Ida—Travel ... EPS
Friedlander, Paul J. C.—The Traveler's World ... TTW
Fritchie, Pete—Comment On Sports ... EDC
Frye, William R.—Footloose With Frye ... FRY
Frye, William R.—The World in Focus ... FRY
Fugere, Peter John—Omie The Shiek ... TWN
Fugere, Peter John—Sister Anne ... TWN
Fulford, Robert—The Arts ... TSS
Fuller, Harold—Spin Off ... FUL
Fuller, Holly—"The Missing Links" ... CWF
Fulton, Margret—Fortune Teller ... SBP
Fung, Paul—Jest for Laughs ... SM
Furguson, Ernest B.—By No Means Neutral ... LAT
Furillo, Bud—The Steam Room ... ICP
Furstenberg, Betsy von—More Than Beauty ... UNP
Futterman, Marian-by Manfred—Auto Astrology ... AST
Futterman, Marian-by Sirius—Dog Stars ... AST
Futterman, Marian-by Lady Cassandra—Dog Starre ... AST
Futterman, Marian-by Flora—Gardening by Astrology ... AST

G

Gaba, Morton J.—Point of View ... SAF
Gable, Tom—The Wine Drinker ... CNS
Gabriel, Terri—Homegrown ... LAT
Gall, Lee—Laughable Laws ... TWN
Gallagher, John—Cartoon Bug ... TSS
Gallob, Ben—American News Report ... JTA
Gallup, Dr. George—Gallup Poll ... FNS
Gallup, Dr. George—Gallup Youth Survey ... FNS
Galton, L.—More For Your Money ... WSS
Gamble, Ed—Gamble Cartoons ... RTS
Gamblin, Garth—The Earl's Beat ... TWN
Gandhi, M. K.—Gandhi's Monthly Forecast ... TWN
Gantz, David—Don Q ... NYT
Gardner, Marilyn & Hy—Glad You Asked That ... FNS
Gardner M. D., Richard A.—Parents Book About Divorce ... DDS
Garrison, Omar V.—Our Vanishing Liberties ... SPE
Gary, Darnell—Darnell Forcast ... DAR
Gary, Darnell—All Sports Quiz ... DAR
Gary, Gene—Here's How ... CNS
Gately, George—Healthcliff ... MCN
Gates, Art—Short, Short Stories ... GF
Gayn, Mark—Asian Report ... TSS
Geller, Uri—Uri Geller Column ... MCN
Gelman, Bernard—Off The Beaten Track ... GEL
Geoghegan, Joan—TV Tattle ... UFS
Gerard, Dave—Citizen Smith ... RTS
Gerber, J. D., Albert B.—You and the U.S.A. ... TWN
Gerber, M.D., Paul/A. B. Gerber, J.D.—Dieting Can Be Fun ... TWN
Gerber, Steve/Gene Colan—Howard the Duck Daily ... RTS
Gerber, Steve/Gene Colan—Howard the Duck Sunday ... RTS
Germano, Eddie—Doctor Proctor ... TWN
Germano, Eddie—Editorial Cartoons ... TWN
Germond, Jack—Politics Today ... CTN
Getter, Doyle K.—New Car Report ... AUT
Getter, Doyle K.—Your Auto And You ... AUT
Geyer, Georgie Anne—Georgie Anne Geyer Column ... LAT
Getterman, Oria—Ginger ... UFS
Giandoni, William—Eye On Cuba ... CNS
Giandoni, William—Hemisphere Report ... CNS
Gibbons, Barbara—Slim Gourmet ... UFS
Gilbert, Anne—Antiques & Stuff ... UFS
Gill, Robert—Sugar ... NFS
Gilmore, Douglas & Keith—Gilmore Brothers—Music-Scene ... TEL
Gilmore, John C.—Community Club Awards ... CCA
Gilmore, John C.—Mr. Club Women ... CCA
Gilmour, Clyde—On Movies ... TSS
Gimlin, Hoyt—Editorial Research Reports ... CQ-EDR
Ginott, Alice Dr.—Between Us ... KFS
Giovanni, Nikki—One Woman's Voice ... PRI
Gladstone, Bernard—Home Improvement ... NYT
Glass, Charles—Fortune Kookies ... CTN
Glasser, Selma—Glasserfied Directory ... GLA
Glasser, Selma—Star Stanzas ... GLA
Gleeson, Fannie—Fashion N' Fabrics ... MCN
Goddard, Robert—Darling You Are Growing Old If You Remember ... TWN
Goldman, Bill/Koch, Joe—One on One ... TVT
Goldwag, Dr. William—Ask The Doctor ... CNS
Goodman, Ellen—At Large ... WPW
Goodman, Jr., Henry Gaines—Honeydew ... GOI
Goodwin, Archie and Williamson, Al—Secret Agent Corrigan ... KFS
Goodwin, Dave—Insurance For Consumers ... GWN
Goodwin, Dave—Money Matters ... GWN
Goodwin, Dave—Travel Log ... GWN
Gordon, C.—Home Repairs ... SBP
Gordon, C.—Daily And Weekly Crosswords ... OPS
Gordon, C.—Lesson In English ... SBP
Gordon, C.—Solve A Crime ... SBP
Gordon, Keith—Make It With The Kids ... TWN
Gordon, Lynne—Consumers Beware ... SUN
Goren, Charles/Sharif, Omar—Goren On Bridge ... CTN
Goren, Sigismund—Dateline: Jerusalem ... NANA
Goring, Al—The Real Truth ... GOR
Goring, Al—Flip Art ... GOR
Goring, Al—The Eyes Have It ... GOR
Goring, Ruth—Flora ... GOR
Gould, Chester—Dick Tracy ... CTN
Gowdy, Curt—Curt Gowdy's Fish and Game Tips ... KFS
Graham, Alex—Fred Basset ... FNS
Graham, Billy—My Answer ... CTN
Graham, David—Country Music Scene ... GRA
Grant, Hank—Rambling Reporter ... HRS
Grant, Lou—Lou Grant Cartoon ... LAT
Grassi, Alfredo & Lucho Olivero—Gunner ... KFS
Graue, Dave—Alley Oop ... NEA
Gray, Ann—That's Life ... TWN
Gray, Harold—Little Orphan Annie ... CTN
Graybill, Janie—The Home Executive ... TWN
Graysmith, Robert—Graysmith ... CHR
Greeley, Andrew—Andrew Greeley's View ... UNP
Greeley, Andrew—People and Values ... UNP
Green, Arthur S.—How-To Business Articles ... GRE
Green, Ted—Main Street ... PWF
Greene, Bob—Bob Greene ... FNS
Greene, Vivian—Kisses ... KIS
Greer, Philip/Myron Kandel—The Greer/Kandel Report ... EF
Gregg, Fred Jr.—CB Column ... NEA
Gregory, Mike—Editorial Cartoon ... SUB
Grey, Alan E.—Alan Grey Says ... TWN
Grier, Myrna—Book World ... ITP
Griffith, Bill—Griffith Observatory ... RIP
Griffith, Bill: Reporter—Feature Story ... GRF
Griswold, J.—Hardpan ... GRI
Grondahl, Calvin—Grondahl's Cartoons ... NEA
Gorondona, Mariano—Latin World ... ALA
Gross, Dr. Jack/Isaacs, Benno—The Human Comedy ... TWN
Gross, Dr. Jack/Isaacs, Benno—The Power Of The Mind ... TWN
Grossman, Ellie—Fashion/Beauty ... NEA
Grove, Kim—Love Is ... LAT
Guisewite, Cathy—Cathy ... UNP
Gwyn, Richard—Ottawa Report ... TSS

H

Hachel, Ali—Brain Teasers ... OPS
Hack, Richard—Tele-Visions ... HRS
Hacker, Frederick D.—Crusaders, Criminals & Crazies ... UFS
Haggerty, Sandra—On Being Black ... LAT
Haines, Jr.—Crime Flashbacks ... SBP
Halasz, Louis—Dateline: U.N. ... NANA
Halberstam, M.D., Michael J.—Modern Medicine ... NYT
Hale, Dale—Figments ... MAN
Hale, Dale & Wheat, Patte—You're Getting Closer ... KFS
Hall, G., Bryant G.—Bryand/Hall Travel ... TSS
Hallmark—Charmers ... FNS
Hamill, Pete—Pete Hamill ... CTN
Hamilton, Bill—Keeping-Up ... UNP
Hamilton, Grace—An Americanist Viewpoint ... AMW
Hamlin, Paul—Spadea Hair ... SPS
Hamlin, Paul—What Next ... SPS
Hamm, Jack—Bible Verse ... SM
Hamm, Jack—Living Scriptures ... SM
Hamm, Jack—Religious Drawings ... REL
Hammond, Dorothy—Antique Wise ... CF
Hanauer, Joan—Television In Review ... UPI
Hancock, Malcom—Fenwick ... CHR
Hand, A. J.—A Hand Around The House ... LAT
Hankey, Billy—Coral Corner ... MCF
Hankey, Dr. Clarke—Stay Healthy ... MCF
Hanna-Barbera Productions—Flintstones ... MCN
Hanna-Barbera Productions—Yogi ... MCN
Hanratty, Elmarine/Osol, Bernice Bede—This Week In Astrology ... NEA
Hansen, Pete—Lolly ... CTN
Hansen, Vern—Laff It Up ... TWN
Hardebeck, John—Lit Bits ... TWN
Harkness, Peter—Congressional Quarterly Service ... CQ
Harmon, Bob—The Football Forecast ... HFF
Harper, Rita—Profile ... HAC
Harper, Rita—Lifestyle ... HAC
Harper, William L.—Super Kat ... TWN
Harrington, Denis—Sportin' Life—The Week That Was ... TWN
Harrington, Denis—Turnstile Testers ... TWN
Harris, Dick—How To Be A Supermother ... HAA
Harris, Dick—How To Take The Fun Out Of Driving ... HAA
Harris, Dick—How To Take The Fun Out Of Golf ... HAA
Harris Dick—How To Take The Fun Out Of Tennis ... HAA
Harris, Louis—Harris Survey ... CTN
Harris, Radie—Broadway Ballyhoo ... HRS
Harris, Sydney J.—Strictly Personal ... FNS
Harry, George—The Job Hunt ... CWF
Hart, Harriet—Free For The Asking ... CWF
Hart, Jeffrey—Jeffrey Hart ... KFS
Hart, Johnny—B.C. ... FNS
Hart, John & Brant Parker—The Wizard Of Id ... FNS
Hartman, Iris—Women's World ... WNS
Hartman, Dr. M. A., M.D.—One Psychiatrist Says ... TWN
Hartung, Barbara—Decor Score ... CNS
Harvey, Paul—Paul Harvey News ... LAT
Harvey, Steve—Bottom Ten ... UNP
Hasen, Irwin—Dondi ... CTN
Hathaway, Hope—Here and There ... TWN
Hayes, F.—7 Errors ... SBP
Haynie, Hugh—Hugh Haynie Cartoon ... LAT
Hearn, John—Collector's Item ... TSS
Hecht, Ken—The Name Game ... NGC
Heckman & Orcutt—Ask About Antiques ... UFS
Heidi, Gloria—Winning The Age Game ... DDS
Heimdahl, Ralph & Al Stoffel—Bugs Bunny ... NEA
Heinl, Col. Robert D.—Of Arms And Men ... NANA
Helle, Ray—Bible/Crostic ... HEL
Hellyer, Paul—Paul Hellyer ... SUN
Heloise—Hints from Heloise ... KFS
Hempstone, Smith—Our Times ... HEM
Hendrickson, Dyke—Tennis Anyone ... TWN
Henrikson, Arthur A.—Cartoon Comment on Illinois Affairs and Politics ... HEN
Hendren, Ron—In Washington ... LAT
Hennig Dr., Margaret/Dr. Anne Jardim—The Managerial Woman ... DDS
Henniger, Paul—Prime Time Tips ... LAT
Henniger, Paul—Shows To Watch ... LAT
Herda, D. J.—In Focus and Out ... BRK
Herda, D. J.—Photo Tips Q & A ... BRK
Hermes—Travel With Hermes ... NEW
Herndon, Gene—Trivia Teasers ... UFS
Herndon, Gene—TV Tangle ... UFS
Herskowitz, Mickey and Steve Perkins—Sports Hotline ... UNP
Hess, Erwin—Antiques Fair ... UFS
Hess, Erwin—Good Old Days ... UFS
Hess, Katie—Old Fashioned Thrift ... RTS
Hesse, Don—Don Hesse Cartoon ... LAT
Hibner, Don T. Jr./Scarlett C. Hibner—Don T. Hibner, Jr./Scarlett C. Hibner Column ... ICP
Hickman, Michelle—Backyard Bonanza ... TWN
Higgins, Msgr. George G.—The Yardstick ... NCF
Hill, Frank—Short Ribs ... NEA
Hill, Ray—Caring For Your Car ... LAT
Hill, William I.—Hill in Washington ... SM
Hindman, Jo—Metro News ... MTN
Hinds, Bill/Millar, Jeff—Tank McNamara ... UNP
Hirsch, Lynda—Daytime Dial ... FNS
Hite, Ray—Let's Talk About Your Car ... ECS
Hite, Ray—Car Talk ... ECS
Hix, Charles—Men's Fashions ... NEA
Hodgins, Dick, Sr.—Editorial Cartoon ... SM
Hoest, Bill—Agatha Crumm ... KFS
Hoest, William P.—The Lockhorns ... KFS
Hoffman, Nicholas von—Nicholas von Hoffman ... KFS
Hoge, Tom—Background Maps ... APN
Hoke, Merab—Revolutionary Revolving Puzzles ... TWN
Holberg, Joe—All You Want To Know About Gems—Without Asking! ... RBN
Holberg, Betty—Country Sunshine ... RBN
Holland, Hal—It's A Living ... SM
Hollenbeck, Ralph—Parade of Books ... KFS
Holley, Lee—Ponytail ... KFS
Holzer, Hans—Motion Pictures ... EPS
Holzer, Hans—Books ... EPS
Hoover, Kerwin—Grass Roots Clippings ... HTF
Hoover, Kerwin—Hometown Flavor ... HTF
Hoppe, Arthur—The Innocent Bystander ... CHR
Horne, Julie—A Stitch In Time ... TWN
Horrowitz, David & D. Benarone—Book Reviews ... WUP
Horrowitz, David—Behind The Scenes At the United Nations ... WUP
Horowitz, David—Travel-Tourism ... WUP
Horton, Peter J.—Wild Animals ... NWS
Howard, Barbara & Ray—You, The Consumer ... CTN
Howard, Trudy Mulcahy—A Woman's View of Foreign Affairs ... HOW
Howard, Trudy Mulcahy—International Decade of Women and its Hidden Politics ... HOW
Howe, Louise Kapp—Pink Collar Workers ... UFS
Howrilla, Bill—Sgt. Strips ... Forever ... SUB
Hughes, Lillian—Best Of Press ... EDC
Hughes, Lillian—Bible Verse ... EDC
Hughes, Lillian—Golden Gleams ... EDC
Hughes, Lillian—News Views ... EDC
Hughes, Lillian—Who Knows ... EDC
Huglin, Henry—Affairs of Nations ... HUG
Hugo—Caucus ... WWF
Humpheys, Harry—Ideas, Issues & Insights ... PUB
Hunter, J. A. H.—Fun With Figures ... SUN
Hurd, Jud & M. Petti, M.D.—Health Capsules ... UFS
Hurst, Jack—Country Music ... CTN
Hutton, Lee—Metric Facts ... CWF

I

Iger, Jerry—Pee Wee ... PF
Iger, S. M.—Bobby ... PF
Interlandi, Phil—Queenie ... KFS
Irvin, Robert W.—Driver's Seat ... NANA
Irvine, Reed—Accuracy In Media ... AIM
Isaac, Benno/Gross, Dr. Jack—The Human Comedy ... TWN
Isaac, Benno & Dr. Jack Gross—The Power of the Mind ... TWN
Ishmael, Woodi—Power of Faith ... APN
Ivey, Jim & Summers, William—Thoughts of Man ... CTN

J

Jackson, Dorothy St. John—Your Handwriting Tells ... CNS
Jackson, Jesse—Jesse Jackson Column ... LAT
Jackson, Rev. Jese L.—Jesse Jackson's Observations ... BPS
Jacobs, Jesse—Kids Korner ... MCN
Jacoby, Oswald & Jim—Win At Bridge ... NEA
James, Bernice C.—Spotlighting Dolls ... TWN
James, Gloria—Shifting Sands ... TWN
James, Jim—Press Passing ... JDL
James, Lee—Bookshelf ... SA
James, Lee—Sports Scene ... SA
Janeway, Eliot—Janeway Capsule ... CTN
Janeway, Eliot—Janeway Economic Service ... CTN
Janicki, Edward—Auto Topics ... TWN
Jans, H. P.—Environment ... NWS
Jans, H. P.—Points On Pets ... CNS
Jardim Dr., Anne/Dr. Margaret Hennig—The Managerial Woman ... DDS
Jeffries, Georgia—Ms. Consumer ... TWN
Jensen, Maxine—Sing No Sad Song ... TWN
Jerome, Ed—Number Game ... AF
Joachim, Dr. Marie—Aunt Julia ... TWN
Joffee, Bruce & Vicki Murphy—Soap Opera Report ... SUB
Johnson, Dr. G. Timothy—House Call ... CTN
Johnson, Ferd—Moon Mullins ... CTN
Jones, Barbara and Charlie Bowen—Beautiful! ... AF
Jones, Jenkin Lloyd—An Editors Outlook ... LAT
Jones, Ralston and Frank Ridgeway—Mr. Abernathy ... KFS
Jones Stacy—Patents Column ... NYT-NS
Jones, Taylor—Taylor Jones Caricatures ... LAT
Jones, Yardley—Yardley Jones Cartoons ... CWF
Jorgenson, Bruce—Jorgy Cartoons ... IND

FEATURES BY AUTHORS

Joseph, Thomas—Crossword Puzzle with Cryptoquotes ... KFS
Judge, Diane & Cassini Igor—Cassini Carousel ... CF
Juster, Harry—Look Smart ... RTS

K

Kagle, Richard—On Wheels ... TWN
Kagle, Richard—You Auto Know ... TWN
Kahn, J. Kesner—Pros & Kahns ... AMW
Kaliff, Joe—Broadway Karikatures ... AMF
Kaliff, Joe—DisCussion ... AMF
Kaliff, Joe—It's A Cockeyed World ... AMF
Kaliff, Joe—Karikature Karnival ... AMF
Kaliff, Joe—Magic Carpet Over Broadway ... AMF
Kandel, Myron & Philip Greer—The Greer-Kandel Report ... EF
Kanter, Penny—Word Ward ... CTN
Kapel, Dr. Saul—Growth, Conflicts and Hangups ... CTN
Karch, R. Randolph—Do It Yourself ... KAR
Kamow, Stanley—Interpretive Report ... RTS
Karpin, Fred—Karpin On Bridge ... CTN
Katz, Gertrude—Miracle Of Faith ... TWN
Kaufman, Hal—Junior Whirl ... KFS
Kavanagh-Camp, Fletcher—Bringing Up Father ... KFS
Kay, Gerta—Light Your Own Candle ... TWN
Kay, Princess—The Stage of Fashion ... TWN
Kay, Princess—Women's World ... TWN
Keane, Bil—Channel Chuckles ... RTS
Keane, Bil—The Family Circus Daily ... RTS
Keane, Bil—The Family Circus Page ... RTS
Keane, Bil—Family Circus Weekend ... RTS
Keasler, John—John Keasler Column ... MCN
Keast, Laurie—Look To The Stars ... TWN
Keate, Jeff—Time Out ... FNS
Keats, Liloth—How To Develop The Magical Powers Of Your Mind ... TWN
Kellner, Mark Allen—Stamp Investment Guide ... KEL
Kellner, Mark Allen—The Stamp Scene ... KEL
Kelly, Sandra—Sew What's New ... UNP
Kelly and Seymour—Conrith The Jewler ... TWN
Kennedy, Joycelain—Careers ... SFI
Kenny, Dr. Jim & Mary—Family Talk ... NCF
Kershner, Howard—Kershner's Commentary ... AMW
Ketcham, Hank—Dennis The Menace ... FNS
Key, Ted—Hazel ... KFS
Kilgore, Al & Martin Linehan—TV Starscreen Puzzle ... UFS
Killy, Jean-Claude—Skiing ... UFS
Kilpatrick, James J.—A Conservative View ... WSS
Kimbrell, Woody—Jungle Jube O'Lee ... TWN
kinser, Betty W.—Stitching Witchery ... CNS
Kinsolving, Les—Potomac Ethics ... MCN
Kinsolving, Rev. Lester—Inside Religion ... UFS
Kipling, Bogdon—Washington Report ... TSS
Kirkpatrick, Dr. John—Altar Stars ... HPS
Kitman, Marvin—Marvin Kitman Column ... LAT
Kleiner, Dick—Ask Dick Kleiner ... NEA
Kleiner, Dick—Dick Kleiner Hollywood ... NEA
Kleiner, Dick/Pepper O'Brien—TV Scout by Joan Crosby ... EF
Kline, Fred W.—Affairs of State ... CAP
Kline, Fred W.—Motor Talk ... CAP
Kline, Joseph—Build It Yourself ... TWN
Knapp, Richard—Star Story ... ESN
Knauer, Virgina—Dear Customer ... CNS
Knight, Arthur—Knight At The Movies ... HRS
Knight, Jacqueline—Solunar Tables ... RTS
Knox, Frances M.—Television Highlights ... DIC
Knox, Frances M.—TV View ... DIC
Knox, Frances M.—View ... DIC
Knudsen, Don—Elmer Stoon ... SIE
Koch, Joe/Goldman, Bill—One on One ... TVT
Kohlmeier, Louis—Kohlmeier Column ... CTN
Koltanowski, George—Chess Master ... GG
Konig, Irene—Drug Abuses ... TWN
Kordel, Lelord—Eat & Grow Younger ... SPE
Kordel, Lelord—Eat Right & Live Longer ... SPE
Kordel, Lelord—Eat Your Troubles Away ... SPE
Kordel, Lelord—Eat Up & Slim Down ... SPE
Kordel, Lelord—Stay Alive Longer ... SPE
Kotzky, Alex—Apartment 3-G ... FNS
Kovel, Ralph and Terry—Know Your Antiques ... RTS
Kraft, Joseph—Washington Insight ... FNS
Kudlaty, Ed—Kudlaty's Cartoons ... NEA
Kuhn, Irene Corbally—It's My Opinion ... CF
Kukic, Tom—U-Nutty Nations ... TWN

L

La Hay, Wauhilla—One Woman's Voice ... PRI
Loing, Peter—Uncle Charlie ... WSS
Lake, Richard A.—The Way It Is ... TWN
Lakeland, Red—Sports From Fresshox ... MCN
Lamb, Lawrence E., M.D.—Medical Column ... NEA
Lambert, Eleanor—She ... FNS
Lansky, Michael—On Wheels ... OWS
Landau, Minam, Ph.D.—Ask Dr Landau ... LAT
Landers, Ann—Ann Landers Column ... FNS
Landt & Lisl Dennis—Travel Facts ... TRF
Lane, Bill—Hollywood Beat ... WOR
Lane, John—Lane's Cartoons ... NEA
Lane, Meade—Sam Scout ... WOR
Lane, Nan—Eyes On Tomorrow ... WOR
Lang, Anne—House of the Week ... APN
Langell, Jerry—Idea Chaser ... AF
Lank, Edith—Real Estate House Calls ... RHC
Lansky, Bernie—Lansky's Look ... CNS
Lants, Gerry—Basil ... UNP
Larry—Larry's World From Punch ... SBP
Larson, Reed—Reed Larson Column ... RTW
Lasky, Victor—It Didn't Start With Watergate ... NANA
Lasky, Victor—Say It Straight ... NANA
Lassen, Kurt—Under Twenty ... CF
Lasswell, Fred—Barney Google and Snuffy Smith ... KFS
Lasswell, Marcia/Norman Lobsenz—No Fault Marriage ... DDS
Lautens, Gary—Lautens Column ... TSS
Laver, Rod—Rocket Shots ... UFS
Lavin, Patricia—Change Your Handwriting – Change Your Life ... BUR
Lavin, Patricia—Common Word Used in an Uncommon Way ... LAV
Lavin, Patricia—Stand Up Analysis ... LAV
Lawrence, Jim/Bill Crooks—Captain Easy ... NEA
Lawrence, Linda—What's Your Problem? ... RFS
Lawrence, Scott M.—It Happened In Hollywood ... LAT
Lazarus, Mel—Miss Peach ... FNS
Lazarus, Mel—Mamma ... FNS
Leary, Bill—A Little Leary ... LAT
Leary, Don—Teaching Pro ... LAT
Leavell, Wm. A.—Conversation Pieces ... ERS
Leavell, Wm. A.—Keep Off The Grass ... ERS
Leavell, Wm. A.—Political Tidbits & Outrages ... ERS
Leavell, Wm. A.—What's News ... ERS
Lee, Bob & Arnold, Henri—Junior Jumble ... CTN
Lee, Bob & Arnold, Henri—Jumble ... CTN
Lee, Eleanor—Sewing Sense ... CF
Lee, John—Of Cabbages & Kings ... TWN
Lee, Laurie—Film Fare ... WOR
Lee, Stan; Frank Springer—The Virtue of Vera Valiant ... LAT
Lee, Stan/John Romita—The Amazing Spider-Man Daily ... RTS
Lee, Stan/John Romita—The Amazing Spider-Man Sunday ... RTS
Leek, Sybil—Astrology—Today ... SBP
LeFan, Mike—A Good Idea ... LEF
LeFan, Mike—More For Your Money ... LEF
Leggett, Craig—Zoonies ... NEA-EF
Leiker, James—Coping Better ... LKR
Lemont, George—Doctor Smock ... UFS
Lennon, Tom—Young World ... NCF
Leokum, A.—Tell Me Why ... WSS
Lerner, Max—Max Lerner Column ... LAT
Lester, Mary—The Winetaster ... LES
Lester, William—The Moral Angle ... LES
Levin, Martin—The Phoenix Nest ... APN
Levine, Ghita—Years Ahead ... WNS
Levine, Paul & John Ritter—Business Law Bits ... LEG
Levine, Paul & John Ritter—Judge For Yourself ... LEG
Levine, Paul & John Ritter—Lawyer's Viewpoint ... LEG
Levine, Paul & John Ritter—Point of Law ... LEG
Levine, Paul & John Ritter—Your Legal IQ ... LEG
Levine, Paul & John Ritter—Legal Briefs ... LEG
Levine, Samuel P.—Hot Shot Sam ... LEV
Levine, Samuel P.—The Consumer's Dilemma, USA ... LEV
Lewis, Anthony—Abroad At Home ... NYT-NS
Lewis, Barbara—Pop Scene Service ... UFS
Lewis, Beth—How Can I ... OPS
Lewis, Dan—T.V. Time Previews ... UFS
Lewis, Dan—TV Tune In (Lewis) ... UFS
Lewis, Jean & Paul—Jobs Careers/Jobs ... ART
Lewis, Shari—Kids Only Club ... LAT
Lewis, Todd—Teenage Travel ... JPS
Liacakos, Nicholas—World Heritage ... MCF
Lichty, George/Fred Wagner—Grin & Bear It ... FNS
Lico, Claudia E.—Claudia's Corner ... TWN
Liddle, Theron—Worth Repeating ... RTS
Liermark, Dorothy—Oddities Of Animals ... TWN
Liermark, Dorothy—Who Started It? ... TWN
Lilly, Doris—Gossiping With Doris Lilly ... MCN
Lindsay, G. Walton—Support The Church ... KEA
Linn, John and Don Trachte—Henry ... KFS
Lippert, Lo—Peter Panic ... SBP
Lindetter, Art—Kids Say The Darnest Things ... CF
Links, Marty—Emmy Lou ... UFS
Litz, Roger & David—Photo Kinks ... TWN
Livingston, J. A.—Business Outlook ... FNS
Livingston, Joseph/LeRoy Dubeck—Chess ... SPS
Lobsenz, Norman/Marcia Lasswell—No-Fault Marriage ... DDS
Loebl, Jocelyn—Ask Almyra ... TWN
Lofton, Jr., John D.—John D. Lofton Jr. ... UFS
Long, Dr. Robert C.—It's OK To Talk About Sex ... PRI
Lord, Shirley—Shirley Lord ... FNS
Love, Judy—Stitchin' Time (Knitting) ... NEA
Love, Philip H.—Love on Life ... LOV
Lowe, Frank—I Beg To Differ ... CWF
Lowe, Janet—The Visible Woman ... CNS
Lowman, Josephine—Why Grow Old ... RTS
Lowney, Paul—Pookas ... LAT
Loy, Damon/Anthony, Dart—Entertainment World ... TWN
Loyd, Gene—Now! ... RTS
Lucas, Bobby—Record Rap ... WOR
Lucas—Roberts—Swinging Prophet ... WOR
Luce, Clare Boothe—One Woman's Voice ... PRI
Lucinda—Rated G ... NPS
Lucky, Fred—Dumplings ... LAT
Ludcke, G. L.—A Woman and her money ... BEL
Ludcke, G. L.—Human Side of investing ... BEL
Luft, Herbert G.—Our Film Folk ... JTA
Lund, Helen—Mature World ... TWN
Lundberg, Wayne—The Psychic Invasion ... TWN
Lurie, Ranon—Lurie ... KFS
Luther, Mary Lou—Clotheslines ... LAT
Lyman, Shelby—Chess Quiz ... BCF
Lyman, Shelby—Shelby Lyman on Chess ... BCF
Lynch, J. W. & Mike MacCormack—Breaker, Breaker ... CNS
Lynker, John—Good Boating ... JPS
Lynn, Richard—The Sons of Liberty ... LYN
Lyons and Tanzer—Your Pet Isn't Sick ... UFS

M

MacCormack, Mike & J. W. Lynch—Breaker, Breaker ... CNS
MacDonald, Craig—At Your Leisure ... CNS
MacDonald, Dr. Neil—Psychology 77 ... TWN
Mace, Virginia—Consumer Aids ... NRS
Machado, Mario—Mario's Avenue of the Stars ... ICP
MacKenzie, Ross & MacNelly, Jeff—We Hold These Truths ... UFS
Macklin, J.—Strange Destinies ... SBP
MacNelly, Jeff—Editorial Cartoon ... CTN
MacNelly, Jeff—Shoe ... CTN
MacNelly, Jeff & MacKenzie, Ross—We Hold These Truths ... UFS
Macomber, Frank—Moturways ... CNS
Macomber, Frank—Space Age Report ... CNS
Macpherson, Duncan—Macpherson Cartoons ... TSS
MacQueen, Kate—Common Cents ... CHR
Maddox, J.—PSST ... SBP
Maddox, J.—Zames ... SBP
Maddox, Gaynor—Maddox Column ... NEA
Magila, Louis—Mind Doodle ... AF
Mair, George—A Liberal View ... LAT
Magerski, Thomas—Growing Up Around The World ... TWN
Majerski Thomas J.—Your Mind In Action ... TWN
Malder, Tom Von—Playback ... TWN
Malder, Tom Von—Sounding ... TWN
Malino, Emily—Design For People ... UFS
Manners, Dorothy—Hollywood ... KFS
Manion, Marilyn—Marilyn Manion ... AMW
Mantey, Bernie (photographer)—News Picture Service ... MOG
Marchese, Tony—Mixed Nuts ... TWN
Marcus, Jerry—Trudy ... KFS
Marcus, Ruth—Bi-Focals ... MGN
Margolius, Sidney—For The Consumer ... WNS
Marks, Dorothy—Washington Feedback ... WNS
Marlette, Douglas—Marlette's Editorial Cartoon ... KFS
Marshall, Chester Allen—Test Your Horse Sense ... CTN
Marthen, Joseph—Inside Woody Allen ... KFS
Martin—Photoday ... SAW
Martin—PsychoEcology ... SAW
Martin, Marian—Dress Pattern Features ... KFS
Martin, M. W.—Medicaka ... MAR
Martin, M. W.—Sign-O-Rama ... MAR
Massey, Sarah Lee—Child's Play ... TWN
Masson, Walter—Down To Earth ... DTE
Mastro, Susan Duff—Calorie Countdown ... MCN
Mathews, Carol—Money Watch ... LAT
Mathews, Ray and Jack E. Schneider—Turkey ... MAN
Mathews, Roberta—Home Line ... LAT
Mathies, Jr., M.D., Allen W.—Allen W. Mathies Jr., M.D. Column ... ICP
Matthews, Garrett—Just Supposin ... TWN
Matthews, Kevin—Anagrams ... UFS
Mattingley, Rev. Woods—Psychic Forum ... TWN
Mattis, Bob—Hints For the Home ... CTN
Mattson, Marie—Trip Tips ... MAT
Mauldin, Bill—Mauldin ... FNS
Maurice, Dick—Coast to Coast ... CNS
Maver, Alan—Sports Cartoons ... KFS
Maxwell, Phyllis—Channel Chatter ... TWN
Maxwell, Phyllis—Rube From Tube ... TWN
Maxwell, Rod—The Hawk ... PF
May, Antoinette—Single By Choice ... TWN
May, Antoinette—Starcast ... CHR
Mayer, Dr. Jean & Dr. Johanna Dwyer—Food For Thought ... CTN
McArthur, Jack—Finance ... TSS
McCabe, Charles—The Fearless Spectator ... CHR
McCarn, Henry—Editorial Cartoon ... SCS
McCarthy, Abigail—One Woman's Voice ... PRI
McCarthy, Dennis—Dennis McCarthy Column ... ICP
McCarthy, Eugene—Eugene McCarthy Column ... WSS
McCarthy, Fred—Brother Juniper ... FNS
McClure, Darrell—Read & Remember ... OPS
McCombs, Julia C.—Sew Biz ... COE
McCormack, Michael—CB Sender ... CNS
McCormack, Patricia—Woman's World ... UPI
McCormack, Patricia—Education Today ... UPI
McCormick, Tom & Lee Carroll—Our Boarding House ... NEA
McCulley, Jim—McCulley on Thoroughbreds ... PCC
McCullough, Ronald—Cross-Cross ... ARL
McDaniels, Jim—Gran'pa Mac ... TWN
McDonald, Elvin—Plants In The House ... KFS
McDonald, Jimmy—Sports Scene ... MCF
McElhattan, Dean—Cartoons ... AMW
McFeatters, Dale—Strictly Business ... FNS
McGarrett, Michelle—Stay Young! ... RBN
McGarrett, Michelle—What's Happening In Radio & Television ... RBN
McGarvy, Carol—Let's Ask The Cook ... RTS
McGhie, Juliet—Travel ... IMN
McGill, Angus—Ms. Augusta ... UNP
McGinnis, Sonia—Astro Analysis ... MOR
McGinty, Brian—Judge For Yourself ... TWN
McGrath, Mary—The Wine Rack ... MCN
McGrory, Mary—Mary McGrory Column ... WSS
McKuen, Rod—Rod McKuen ... NANA
McLeod, Robert Emmett—Book Reviews ... FEA
McNally, Joel—Playback ... SMP
McNeill, Joseph G.—Home Building & Maintenance ... TWN
McQuillin, Brice—American Enterprise ... TWN
McQuillin, Brice—Headline Re-write ... TWN
Mead, Thom—TV Mailbag ... CNS
Meade-Lane—Sam Scout ... WOR
Means, Marianne—Marianne Means' Washington ... KFS
Mehle, Aileen—Suzy Says ... CTN
Meilach, Dona Z.—Creative Crafts ... MEI
Meltzer, Bernard—Meltzer on Real Estate ... FNS
Mendelsohn, Dr. Robert—People's Doctor ... CTN
Menees, Tim—Woodsmith ... UNP
Mengenhauser, Jane—Kitchen Sampler ... KSS
Menninger, Dr. Walt—In-Sights ... UNP
Merrell, Jesse H.—Religion and the Time ... NER
Merrell, Jesse H.—Washington Neiter ... MER
Messenger, Bill—Reflections from Little Brook ... TWN
Messick, Dale—Brenda Starr ... CTN
Metz, Robert—Market Place ... NYT-NS
Meyer, John—Canadian Business Report ... TSS
Michaels, Ken—Biochart ... SUN
Michels, Marcia—TV From A Woman's Viewpoint ... AMF
Mieses, Stan—Sounds ... NEA
Mii, Itsi—Record Revels ... MCF
Mikkelsen, Dahl—Fern'nand ... UFS
Miles, Cynthia Wilkerson—On the Set ... HRS
Miles, John—Perkins ... RTS
Millar, Jeff/Hinds, Bill—Tank McNamara ... UNP
Miller, Dick—Dick Miller New York, New York ... GAR
Miller, Douglas/Marion Nowak—The Fifties ... DDS
Miller, Eugene—Your Medicare ... MLN
Miller, D.V.M., Dr. Frank—The Wonderful World of Animals ... CHR
Miller, Harriet—Prime Time ... ARP
Miller, Irma Ganz—Etc & P.S. ... SA
Miller, Irma Ganz—Sports Postpaid ... SA
Miller, Irma Ganz—Sport & Recreation ... SA
Miller, Irma Ganz—Soccer Shots ... SA
Miller, Jeff—Adventure Postpaid ... SA
Miller, Mary Sue—A Lovelier You ... FNS

Milligan, Patsy—Olga Knows ..... MLS
Millman, Marcia—Unkindest Cut ..... UFS
Mimoe, Eugene—Your Car ..... LAT
Mims, Bruce & Rosine—Five Square ..... TWN
Mink, Randy—Youth On The Go ..... MIK
Miracle, Philip—All About Phil Miracle's World ..... TWN
Misch, Robert J.—Eat, Drink & Be Merry ..... WNS
Mitchell, Phyllis—Happier Living ..... MIT
Mitchell, Phyllis—Phyllis Mitchell's Column ..... MIT
Mitchell, Phyllis—Your Life and Mine ..... MIT
Mockridge, Norton—Norton Mockridge ..... UFS
Moldvay, Albert—Your Photos ..... LAT
Molica, James Hellor, William—Funny Fizzles ..... EF
Mollenhoff, Clark—Watch on Washington ..... RTS
Molloy, John T.—Making It ..... SMP
Montaner, Carlos A.—Latin View Of The U.S. ..... ALA
Moon, Ben L.—Just For Kids ..... MNC
Moon, John C.—Point Blank ..... CNS
Moor, Rev. N.R.H.—Faithfully Yours ..... MCF
Moore, Jack—Kelly & Duke ..... UNP
Moores, Dick—Gasoline Alley ..... CTN
Moran, Thomas E.—Sportsville ..... TWN
Morehouse, Rebecca—Broadway Interviews ..... WNS
Moreno, Pedro R.—Brother Simon & Lucas ..... TWN
Moreno, Pedro R.—Chins ..... TWN
Morgan, Frank—Time Capsules ..... TWN
Morgan, Ralph (photographer)—New Pictures From File ..... MOG
Morris, Milt—Editorial Cartoon ..... APN
Morris, William & Mary—Words, Wit & Wisdom ..... UFS
Morse, Jane—The Penny-Wise Trave ..... KFS
Moskowitz, Milton—Milton Moskowitz Column ..... LAT
Moss, Geoffrey—Mossprints ..... WPW
Moss, Stirling—Motor Tips ..... SBP
Muir, Randy—Nature's World ..... CWF
Mulaney, Tom—The Week In Finance ..... NYT-NS
Murphy, Frank G.—Faces In The New ..... DIS
Murphy, Jack—Famous Titles ..... CNS
Murphy, Jim—Speaking of Science ..... UNI
Murphy, Vicki & Bruce Joffee—Soap Opera Report ..... SVB
Murray, Bill—Celebrity World ..... MFS
Murray, Bill—"Those Browns" ..... MFS
Murray, Carolyn S.—Your Home ..... LAT
Murray, Dorothy—How Times Have Changed ..... WN
Murray, Jim—Jim Murray Sports Column ..... LAT
Murray, Luanne—Around Hollywood ..... TWN
Musick, Charles—Heartline ..... RTS
Myers, Russ—Broom-Hilda ..... CTN
Myerson, Bess—Listen, Bess ..... CTN

N

Nachman, Gerald—Double Take ..... CTN
Nadel, Norman—Critic-At-Large ..... NEA
Nadel, Norman—Nadel's Features ..... NEA
Nader, Ralph—In The Public Interest ..... RTS
Nagel, Claire—Kids' Corner ..... KID
Naismith, Helen—Celebrity Dining ..... TWN
Naismith, Helen—Eppie The Hostess's Helper ..... TWN
Nash, Jay Robert—On Crime ..... RTS
Naylor, J.—Astrology—Today ..... SBP
N.B.A.—NBA Tipoff ..... UFS
Neher, Fred—Life's Like That ..... UFS
Neilan, Edward—Asia Memo ..... CNS
Nellor, William Molica, James—Funny Fizzles ..... EF
Nelson, James B.—The Part Time Gardener ..... FNI
Nesoff, Bob—Camping All Year Round ..... MCN
Nesoff, Bob—Travel & Leisure ..... GSM
Nettleton, Ida—A Problem Today ..... SBP
Newgate, J. Baxter—National Challenge ..... CTN
Newman, Shirlee Cocoran, Jean—Hooray For Kids ..... TWN
Nickens, Frank—Grip Sec ..... HPS
Nicklaus, Jack—Play Better Golf—With Jack Nicklaus ..... KFS
Nicotch, Jean—Thinking Slim ..... SUB
Nightingale, Gay—Indoor Gardening ..... ITP
Noble, George—Real World ..... KFS
Noble, Philip—Uncommon Conversations ..... UNP
Nolzinger, Ed—Animalogic ..... LAT
Nomides—Icarus ..... MCF
Norris, Paul—Brick Bradford ..... KFS
Norris, Paul & Lyle Swigart—Geriatrix ..... CNS
Novak, Michael—Visions & Realities ..... WSS
Novak, Robert & Roland Evans—Inside Report ..... FNS
Nowak, Marion Douglas Miller—The Fifties ..... DDS
Nugent, Art—Funland ..... UFS
Nussbaum, Martin—Computer—Friend or Foe ..... TWN
Nydick, David—You, Your Child and School ..... DAN
Nydick, David—You, Your Child & Sports ..... DAN
Nydick, David—You, Your Child and Entertainment ..... DAN

O

Oakley, Don—Oakley's Commentary ..... NEA
O'Brian, Jack—Voice of Broadway ..... KFS
O'Brien, Pepper—TV Dial-ogue ..... UFS
O'Cain, Rose Marie—About Your Home ..... EDC
O'Cain, Rose Marie—One-Minute Sports Quiz ..... EDC
O'Donnell, Peter—Modesty Blaise ..... LAT
O'Flaherty, Terrence—Assignment: Television ..... CHR
Ogden, Theodore Roosevelt—Dear Teddy, Washington, D.C. ..... TWN
Ohlsson, Ib—Editorial Art ..... NIES
Oka, Tom—Peeing ..... SM
Olderman, Murray—Just Ask Murray Olderman ..... NEA
Olderman, Murray—Olderman's Features ..... NEA
Olderman, Murray—Olderman Cartoons ..... NEA
Oliphant, Patrick—Patrick Oliphant Cartoon ..... LAT
Olivero, Lucho and Alfredo Grassi—Gunner ..... KFS
Olshan, Mort—College Power Ratings ..... MOS
Olshan, Mort—Pigskin Prophecy ..... MOS
Olshan, Mort—Pro Pix ..... MOS
Omarr, Sydney—Astrological Forecast ..... LAT
O'Neill, Sarge—Cartoonscatures ..... SOU
O'Neill, Sarge—Jack Knife & T. Spoon ..... SOU
O'Neill, Sarge—Shanghai Lil ..... SOU
O'Neill, Sarge—Sunward Gate ..... SOU
O'Reilly, Don—Detroit Detroit ..... AU
O'Reilly, Don—Inside Auto Racing ..... AU
O'Reilly, Don—Motorcade USA ..... AU

O'Reilly, Jane—Jane O'Reilly ..... EF
Orben, Robert—Orben's Comedy Fillers ..... COC
Orben, Robert—Jest For You ..... COC
Orcutt & Heckman—Ask About Antiques ..... UFS
Orloff, Ed—Medicine Digest ..... CRO
Orloff, Ed—Your Immediate Future ..... CRO
Osol, Bernice Bede—Astro'Graph ..... NEA
Osol, Bernice Bede & Elmarine Hanratty—This Week In Astrology ..... NEA
O'Sullivan, Joan—Living Today ..... KFS
Ott, Joseph T.—Antiques in America ..... PIC
Ouellet, Jo—Wonderword ..... CWF-LAT
Overgard, Wm. and Allen & John Saunders—Steve Roper ..... FNS

P

Paicini, Le—One-Lining Sports ..... LEP
Pacini, Le—On the Spot(r)t ..... LEP
Pacini, Le—Say When ..... LEP
Pacini, Le—So What? ..... LEP
Pacini, Le—Special Moments in Sports ..... LEP
Palmer, Arnold—Arnold Palmer Method ..... UFS
Palmer, Arnold—Tips From the Tour ..... UFS
Palmer, Gary—The Coin Box ..... CNS
Palmer, Paige—Fashion 'n Figure ..... FAS
Palmer, Page—World Wide Travel Advice ..... FAS
Papic, Bonnie—Something Special ..... SSN
Paquin, Jo—Premier Crossword Puzzles with Cryptoquips ..... KFS
Parker, Brant/John Hart—The Wizard of Id ..... FNS
Parker, Donna—Parody Press ..... TWN
Partch, Virgil—Big George ..... FNS
Partch, Virgil—Captain's Gig ..... FNS
Paschen, Bernice—Crossword Puzzle ..... SM
Pasmanik, Wolf—Poetry ..... WUP
Pastoret, Phil—Barbs ..... NEA
Patt, G. H.—Handiards ..... TWN
Patterson, Louise—Good Buys: What, Where, Why ..... TWN
Patterson, William—The Pet Parade ..... PET
Pattington, Meader G.—Monthly Review of Loony Larcenies ..... TWN
Patton, Richard A.—You and Your Career ..... TWN
Paul, Jan—Around The House ..... PAU
Paul, Jan—Books For Around The House ..... PAU
Paulus, John Douglas—On The Other Hand ..... MCF
Paulus, John Douglas—Everybody's Business ..... MCF
Paulus, Mid—Book Marks ..... MCF
Paulus, Mid—Homebody Gourmet ..... MCF
Paulus, Mid Hankey—Beautiful Homes ..... MCF
Paxson, Richard, Jr.—One Minute Crossword ..... TWN
Payette, Virginia—Virginia Payette ..... UFS
Payne, Dee—Your Best Years ..... TWN
Payne, Sanford C., Jr.—1001 Stolen Jokes, Fillers, Gaghle ..... PAY
Payne, Sanford C., Jr.—The Illiterate Journal ..... PAY
Payne, Sanford C., Jr.—Today in History ..... PAY
Payton, B. L.—Figure Fun ..... TWN
Pearsall, Robert—Coinword ..... LAT
Pecarsky, Peter—Washington Wire ..... TWN
Pederson, Kern—If I Had My Way ..... TWN
Pederson, Kern—Just Imagine ..... TWN
Pederson, Kern—Little Farmer ..... SM
Pederson, Kern—One For The Road ..... TWN
Pederson, Kern—Our Paper Boy ..... TWN
Pederson, Kern—Your Daily Paper—Read It—Use It ..... TWN
Pierce, Neal R.—Neal Pierce Column ..... PNR
Pelton, Robert W.—Colonial Kitchen Corner ..... TWN
Pelton, Robert W.—Graphoanalysis Scrapbook ..... TWN
Pelton, Robert W.—Map Madness ..... TWN
Pelton, Robert W.—Would You Believe ..... TWN
Pepper, Warren S.—Sex Life ..... BIS
Perew, T.—Subhuman Relations ..... TWN
Perkins, Steve & Herskowitz, Mickey—Sports Hot Line ..... UNP
Peter, Dr. Lawrence T.—Peter's people ..... MAN
Peters, Mike—Mike Peters ..... UFS
Peterson, Clyde—C. P. Houston ..... RTS
Petti, M., M.D. & Jud Hurd—Health Capsules ..... UFS
Phillips, Kevin P.—Kevin P. Phillips ..... KFS
Pidity, Stu—Bureaucratic Bumbling ..... TWN
Pierce, Phil E.—Pungent Prayer ..... PUN
Pike, Charles—Pike Peeks ..... TWN
Pinkerman, John A.—A Changing World ..... NWS-CNS
Pinkerman, John—Book Reviews ..... NWS
Pinkerman, John—Offbeat Diary ..... NWS
Pinkerman, John—Travel ..... NWS
Pinkley, Virgil—Write on ..... CNS
Pinter, Walter—Lucky & Able ..... TAN
Pittillo, Elen Sain/Chris Costner Sizemore—I'm Eve ..... DDS
Plagenz, George—Things That Matter ..... UFS
Poimier, Art—Poimier ..... UFS
Polk, M. D. Irwin J.—Man And Medicine ..... PAG
Pollan, Clay—Star Gazer ..... MCN
Pollan, Clay—Scram-Lets ..... MCN
Pollan, Clay—Horoscope ..... MCN
Pompey, Joseph H.—World of Stamps ..... TWN
Porter, McKenzie—McKenzie Porter ..... SUN
Porter, Sylvia—Your Money's Worth ..... FNS
Posner, Jack—Capitol Comedy ..... POS
Posner, Jack—Jest Browsing ..... POS
Post, Elizabeth—Doing the Right Thing ..... CTN
Post, Howard—The Dropouts ..... UFS
Post, Richard W.—Get Well and Stay Well ..... TWN
Post, Warren—Rules Of The Road ..... TWN
Potter, Bill—Woody's World ..... UFS
Poussaint, Dr. Alvin F.—Minority Human Relations ..... BPS
Power, Al—Canadian Crossword ..... YPL
Power, Al—Sports Quiz-Cross ..... YPL
Power, Dr. Lawrence—Food & Fitness ..... LAT
Preston, Charles—Quote Acrostic ..... LAT
Prentice, John and Fred Dickerson—Rip Kirby ..... KFS
Price, Eleanor—All About Pets ..... LAT
Price, James G., M.D.—Family Physician ..... SUB
Prince & Fiebig—Anonymous ..... LAT
Prinkey, John—Bee Smart ..... FSI
Prinkey, John—Custom Caricatures ..... FSI
Prinkey, John—Who Zit ..... FSI
Prinkey, John—Zodiyaks ..... FSI
Prochnow, Herbert V.—Test your Humor ..... TWN
Proudfoot, Jim—Jim Proudfoot ..... TSS
Pugner, Mark—Wine Primer ..... TAG
Puleo, Vincent—On The Screen ..... TWN
Pyle, Dolores—Your Horoscope Forecast ..... PYL

Q

Quart, Julie—Teleword ..... LAT
Queen, Alan—Scientific Topics ..... PWF
Queen, R.I./B.A.—Education ..... PWF
Queen, Robert I—Spot News Features ..... PWF
Quincy—Our Ancestors ..... SUB
Quinn, Jane Bryant—Staying Ahead ..... WPW
Quinn, W.—Mazes Galore ..... OPS

R

Raden, Don & Ross, Ken—Selling Short ..... UNP
Raden, Don—Suburbia ..... SUB
Radl, Shirley L.—Mothers Are People Too ..... TWN
Raduta, Henry & Bibber, Max—Winnie Winkle ..... CTN
Rafferty, Max—Max Rafferty Column ..... LAT
Ramos—Spanish Crossword Puzzle ..... KFS
Rand, Lester—Teen-Agers Say ..... YOU
Rand, Lester—The Youthful Viewpoint ..... YOU
Rand, Lester—Today's Teens ..... YOU
Randal, Judith—Judith Randal ..... PRI
Rands, Howard—Twitch The Witch ..... SM
Rands, How—Fun Bug ..... SM
Rapp, Joel & Lynn—Dear Mother Earth ..... LAT
Raspberry, William—William Raspberry Column ..... WPW
Ration, Libby—Liberation Legislation ..... TWN
Ratliff, Dick—The Political Estate ..... TWN
Rawls, S.C.—Scrawls Cartoons ..... NEA
Ray Al—Sports Special ..... CSP
Raymond, Jim & Young, Dean—Blondie ..... KFS
Read, Peggy—Food ..... EPS
Reagan, Ronald—Ronald Reagan ..... KFS
Rechin, Bill—Crock ..... FNS
Reed, Ed—Off the Record Page ..... RTS
Reed, Ed—Off Record Daily ..... RTS
Reed, Jon. Michael—Tune In Tomorrow ..... EF
Reed, Larry—Punk Rhymin ..... TWN
Reed, Rex—Movie Reviews ..... CTN
Reed, Rex—Rex Reed (Personalities) ..... CTN
Reed, Sue—Samantha Reads Your Stars ..... SUB
Rehns, Charles—Aid For the Handicapped ..... REH
Rehns, Charles—Distillates of Random Thoughts ..... REH
Rehns, Charles—Isn't It the Truth? ..... REH
Rehns, Charles—The High Road To Business ..... REH
Rehns, Charles—Tasty Tales ..... REH
Rehns, Charles—Wisdom in the Street ..... REH
Rehns, Charles—Harvest Time of Life ..... REH
Rehns, Charles—Live Longer, Be Happy ..... REH
Rehns, Charles—Winning Ways ..... REH
Reichart, Ronald J.—Turf Tips ..... TWN
Reichman, Stella—Great Big Beautiful Doll ..... UFS
Reid, Ace—Cowpokes ..... COW
Renwick, Ethel—Those Natural Foods ..... WOR
Resjkind, Gerard—Audiolab ..... CWF
Resjkind, Gerard—Photo Talk ..... CWF
Reston, James—Column ..... NYT-NS
Reynolds, Ann, Ph.D.—If Your Name Is ..... RFS
Rhamey, Ray—Lars and June ..... RAY
Rhoades, Judith G.—You & Your Money ..... CNS
Riblet, Carl, Jr.—Isn't It The Truth ..... INO
Rich, Albert—Ask The Lawyer ..... RBN
Richards, Ted—E. Z. Wolf ..... RIP
Richey, Dorothy—The Other Side ..... RBN
Richey, Dorothy/Bosch, Patricia—Today's Woman in Today's World ..... RBN
Richey, Dorothy & Noyes—Dorothy Richey's Travel Talk ..... RBN
Richman, Milton—Sports Parade ..... UPI
Ricker, Dorothy—Teen Age Mail ..... RIC
Ricky, Trick—Wordy Gurdy ..... UFS
Riddle, Maxwell—Your Family Pet ..... AF
Riddle, Ned—Mr. Tweedy ..... LAT
Ridgeway, Frank and Ralston Jones—Mr. Abernathy ..... KFS
Riesel, Victor—Inside Labor ..... FNS
Riggenbach, Jan—Backyard Bounty ..... JAN
Righter, Carroll—Carroll Righter Horoscope ..... MCN
Riley, Chris—Trivia I.Q. ..... CF
Riley, Thomas—Other Places Other Times ..... TWN
Riordan, James—Rock-Pop ..... RPT
Riordan, James—Rock Trivia ..... RPT
Ritter, John—Lawyers Viewpoint ..... LEG
Ritter, John & Paul Levine—Business Law Bits ..... LEG
Ritter, John & Paul Levine—Judge For Yourself ..... LEG
Ritter, John & Levine, Paul—Legal Briefs ..... LEG
Ritter, John & Paul Levine—Point of Law ..... LEG
Ritter, John & Paul Levine—Your Legal IQ ..... LEG
Rivers, Lucille—Lucille Rivers On Sewing ..... FNS
Roalman, A. R.—Thinking Ahead ..... PRO
Robbins, Gale—Gale Robbins Column ..... ICP
Roberts-Lucas—Swinging Prophet ..... WOR
Roberts, Sandy—Dining Out ..... GSM
Roberts, Wayne—Any Man Can ..... TWN
Robin—Woodsies ..... TWN
Robinson, Jerry—Still Life ..... CTN
Robinson, Lisa—Rock Talk ..... FNS
Roche, John P.—A Word Edgewise ..... KFS
Roche, Ruth—Flamingo ..... PF
Rochette, Edward C.—Coin Roundup ..... LAT
Rockmore, Milton—Original Magazine Material ..... ROC
Rockmore, Milton—The View From The Top ..... ROC
Rodewalt, Vance—Editorial Cartoons ..... MIL
Rodewalt, Vance—The Byrds ..... TSS
Rodrigues, Charles—Casey ..... CTN
Rogers, Dick—Johnny Wonder ..... EF
Rogers & Adamakos—Winnie The Witch and The Giant Potatoe ..... CWF
Rogerson, Cliff—Tee Vee Laffs ..... UFS
Rollins, Carole—Things To Do ..... TWN
Romita, John/Stan Lee—The Amazing Spider Man Daily ..... RTS
Romita, John/Stan Lee—The Amazing Spider Man Sunday ..... RTS
Roper, Burns W.—Roper Poll ..... LAT
Rose, Elmor K.—Rosettes ..... ROS
Rose, Elmor K.—Sugar and Spice ..... AF
Rose, Sheldon—MOBmor List ..... JPS
Rose, Sheldon—Programmers Service ..... JPS
Rose, Sheldon—Rockasters List ..... JPS
Rosen, Jay—Record Reviews ..... BIS
Rosenblum, Robert—Better Bridge ..... CNS
Rosenthal, Ann—Hep Mate ..... CNI
Roosevelt, Edith Kermit—Between the Lines ..... ROO

FEATURES BY AUTHORS

Ross, Eliza—Around & About Hollywood ... TWN
Ross, Ken & Raden, Don—Selling Short ... UNP
Ross, Linda—Household Hints ... IMN
Ross, Martin J.—A Good Book to Read ... LAW
Ross, Martin J.—Business Briefs ... LAW
Ross, Martin J.—Landmark Decisions ... LAW
Ross, Martin J.—Letters From Dad ... LAW
Ross, Martin J.—People and Problems ... LAW
Ross, Martin J.—The Law Brief ... LAW
Ross, Stephen—Entertainment and the Arts ... IMN
Ross, Stephen—Food and Wine ... IMN
Rossiter, Al. Jr.—Science Today ... UPI
Rothkirch, Edward V.—Junk or Treasure? ... TWN
Rothkirch, Edward V.—Magic Carpet ... TWN
Rourke, Violet B.—Fillers ... TWN
Rowan, Carl T.—Carl Rowan ... FNS
Rowen, Hobart—Economic Impact ... WPW
Rowse, Arthur E.—Consumer Contact ... CNI
Rubin, Dr. Dorothy—Let's Do It Together ... PRI
Rukeyser, Merrvle Stanley—Everybody's Money ... SIM
Rukeyser, Louis—Louis Rukeyser Column ... MCN
Rupe—Freddy ... FNS
Rusher, William—The Conservative Advocate ... UNP
Russell, Mark—Mark Russell Column ... LAT
Russell, Peggy—Country Music People ... TWN
Ruth, Philippa—'Bout Books ... WOR
Rutledge, Dr. Aaron—Of Men and Women ... UNP
Ryan, Joan—Joan Ryan Column ... WPW
Ryan, Leo—Dateline: Paris ... NANA
Ryan, Marsha—Celebrity Cookbook ... TWN
Ryan, Steve—Puzzle Cards ... CNS
Ryan, Steve—Zig-Zag ... CNS
Ryan, Tom K.—Tumbleweeds ... UFS
Ryan, William L.—William L. Ryan ... NANA
Ryskind, Morrie—Morrie Ryskind Column ... WSS

S

Sabry, Zak—Eating Right ... TSS
Safire, William—Essay ... NYT-NS
Sagendorf, Bud—Popeye ... KFS
St. John, Tracy—Word Cage Puzzle ... SUB
St. Michel, Jean-Paul—Deco Plans ... LAT-CWF
St. Michel, Jean-Paul—Home Of Your Own ... LAT
Sajem, Johnny—Seaweed ... TWN
Saksena, Mary Madge—Ask Aunt Madge ... ASK
Salk, Dr. Lee—Dr. Lee Salk's Column ... FNS
Saloman, Dr. M. I.—Medicine ... WUP
Saltz, Donald—Check Your Knowledge ... TRQ
Saltz, Donald—Memory Quiz ... TRQ
Saltz, Donald—Daily Trivia Quiz ... TRQ
Salzman, Ed—California Journal ... WWI
Sanders, Anne—Look & Learn ... SBP
Sanders, Bill—Sanders ... FNS
Sandy, Shelia—The Mini-Gourmet ... SUB
Sansom, Art—The Born Loser ... NEA
Saperstein, M. J.—Words In The News ... TWN
Sargent, David R.—Successful Investing ... LAT
Sasso, Joey—Inside TV ... MCN
Sattler, Warren—Grubby ... SM
Saunders, Allen & John & William Overgard—Steve Roper ... FNS
Saunders, Allen & John & Ken Ernst—Mary Worth ... FNS
Saunders, Fritchie—It's Funh ... HC
Saxe, Kathleen—Word Game ... UFS
Scaduto, Al & Dunn, Bob—They'll Do It Everytime ... KFS
Scarpelli, Henry—TV Tee-Hees ... LAT
Schaaf, Miv—Things ... SCH
Schaaf, Miv—You Know You Really Love Them When ... SCH
Scheuer, Steven H.—Soap Opera Scene ... KFS
Scheuer, Steven H.—TV Key Previews, Mailbag, Movie Reviews ... KFS
Schlafly, Phyllis—P.S. To the News ... CNS
Schmidt, Steven—Astrology In Time & Space ... TWN
Schneider, Howie—The Circus of P. T. Bimbo ... EF
Schneider, Howie—Eek & Meek ... NEA
Schneider, Jack/Ray Mathews—Turkey ... MAN
Schneider, Lou—Trade Winds ... NANA
Schoelkopf, Dean (Ed)—Knight News Wire ... KNT
Schorer, Brint, Jr.—The Tiny Times ... TIN
Schorr, Bill—Editorial Cartoon ... CTN
Schreiber, Joanne—Stitchin' Time (sewing) ... NEA
Schroeter, Bob—Laugh Time ... KFS
Schuller, Rev. Robert—It's Possible ... NEA
Schultz, Whitt N.—Commands For Your Success ... KNF
Schultz, Whitt N.—How Creative Are You? ... KNF
Schultz, Whitt N.—How To Be A Successful Manager ... KNF
Schultz, Whitt N.—How To Be Successful ... KNF
Schultz, Whitt N.—How To Build Your Business ... KNF
Schultz, Whitt N.—How To Communicate Skillfully ... KNF
Schultz, Whitt N.—How To Develop Success Habits ... KNF
Schultz, Whitt N.—How To Be A Winner ... KNF
Schultz, Whitt N.—How To Develop Your Potential ... KNF
Schultz, Whitt N.—How To Improve Your Letterwriting Skills ... KNF
Schultz, Whitt N.—How To Motivate Yourself ... KNF
Schultz, Whitt N.—How To Save Time ... KNF
Schultz, Whitt N.—How To Sell Successfully By Mail ... KNF
Schultz, Whitt N.—How To Solve Your Problems ... KNF
Schultz, Whitt N.—How To Think Creatively ... KNF
Schultz, Whitt N.—Success Strategies For You! ... KNF
Schulz, Charles M.—Peanuts ... UFS
Schwalb, Harry—Long Stretch ... TWN
Schwartz, David—Panorama ... JTA
Scott, Frances—A Woman Like You ... BAS
Scott, Frances—Fact or Fantasy ... BAS
Scott, Frances—Faith Fortune, Confidential Counselor ... BAS
Scott, Joe—The Political Animal ... OAK
Scott, Niki—Working Woman ... UNP
Scott, Vernon—Scott's World ... UPI
Segal, Robert E.—One Man's Opinion ... SAF
Seib, Charles B.—News Business ... WPW
Seizer, Bob—Sportscast ... HRS
Sellers, Paul—Eb and Flo ... UFS
Sematones—Pistachios ... SBP
Senich, Mike—The Katzenjammer Kids ... KFS
Seymour and Kelly—Comith The Jeweler ... TWN
Sharif, Omar—Backgammon ... CTN
Sharif, Omar & Goren, Charles—Goren on Bridge ... CTN
Sharfman, Bern—Kitchen Cynic ... AMF
Sharp, Hal—Sportsman's Digest ... LAT
Sharpe, Constance—Your Stars ... MIL
Shattuck, Jim—Modulations ... CTN
Shaw, D. B.—Cookin' with Moxie ... TWN
Shaw, D. B.—The Moxie Memo ... TWN
Shaw, D.B.—Your Horrorscope ... TWN
Shaw, Laurence H.—What's Ahead For Southern Business ... TWN
Shearer, Ted—Quincy ... KFS
Shedd, Dr. Charlie—It's In The Book ... UNP
Shedd, Dr. Charlie—Strictly For Dads ... UNP
Sheen, Bishop Fulton J.—Bishop Sheen Writes ... WSS
Sheenn, C.S.P., Rev. John B.—Sum and Substance ... NCF
Sheffer, Eugene—Crossword Puzzle with Cryptoquips ... KFS
Sheinwold, Alfred—Sheinwold On Backgammon ... LAT
Sheinwold, Alfred—Sheinwold On Bridge ... LAT
Shelton, Gilbert—Advanced Motoring Tips ... RIP
Shelton, Gilbert—Fat Freddy's Cat ... RIP
Shelton, Gilbert—Wonder Wart Hog ... RIP
Shelton, Gilbert—The Fabulous Furry Freak Brothers ... RIP
Shelton, Isabelle—Mirrors Of Washington ... NANA
Sheppard, Eugenia—Inside Fashion ... FNS
Sheridan, Dave—Nerds ... RIP
Sheridan, Sarah—Recipe ... EDC
Sherrod, Jane—Modern Etiquette ... SBP
Sherrod, Jane—Famous Recipes ... SBP
Sherrod, Jane—Teenage Driving Tips ... SBP
Shonting, Howard L.—The World of Real Estate ... RER
Shropshire, John H.—All About Horses ... SHR
Shore, Benjamin—Pennsylvania Avenue ... CNS
Shull, Richard K.—TV Answer Man ... UFS
Shull, Richard K.—TV Tune In (Shull) ... UFS
Shulsky, Sam—Investors' Guide ... KFS
Shupak, Rose—Riddlerama ... TWN
Shuttleworth, John—The Mother Earth News ... RTS
Silberman, Sidney A.—Chess ... CWF
Silk, Leonard—Economic Analysis ... NYT-NS
Silver, Rabbi—Silver Lining ... SAF
Simpkins, Jim—Jasper (The Bear) ... MIL
Simpson, David—David Simpson ... UFS
Sims, Edward H.—Editorials ... EDC
Sims, Edward H.—Know The Weather ... EDC
Sims, Edward H.—News From Washington ... EDC
Sims, Edward H.—Notes, Comment ... EDC
Sims, Edward H.—Ports Of Call ... EDC
Sims, Lydel—Watch Your Language ... CF
Sims, Mrs. Hugo Sr.—Fashions ... EDC
Sims, Mrs. Hugo Sr.—Louisa's Letter ... EDC
Singer, Jane Sherrod—Modern Sherlock Holmes ... SBP
Singer, Jane Sherrod—Test Yourself ... SBP
Singer, Kurt—Household Repair Dictionary ... SBP
Sinor, John—John Sinor Column ... CNS
Sixta, George—Rivets ... FNS
Sizemore, Chris Costner/Elen Sain Pittillo—I'm Eve ... DDS
Sjolin, Wayne—At the Forum ... CWF
Skinner, Sam—Black Sports ... BPS
Slater, Charlotte—Things Your Mother Never Taught You ... UNP
Sloan, Robin Adams—The Gossip Column ... KFS
Sloane, Bob—Going Our Way ... STR
Smith, Al—Mutt & Jeff ... MCN
Smith, Al—Life In The Suburbs ... SM
Smith, Al—Rural Delivery ... SM
Smith, Cecil—Cecil Smith Television Column ... LAT
Smith, Donna/Ellen Appel—Snap Craft ... FNS
Smith, George—The Smith Family ... WSS
Smith, Jack—Time Of Your Life ... UFS
Smith, Jacob—Advice to the Taxlorn ... INO
Smith, Joe Kingsbury ... KFS
Smith, Liz—Liz Smith Column ... CTN
Smith, M. H.—Better Fifler Service ... BFS
Smith, Red—Sports of the Times ... NYT-NS
Smith, Stan—Stan Smith's Tennis Class ... KFS
Smith Studios—Craft Patterns ... FNS
Smolar, Boris—Between You and Me ... JTA
Smythe, Reggie—Andy Capp ... FNS
Sneyd, Doug—Sneyd Political Cartoons ... TSS
Snyder, Jimmy—Jimmy The Greek ... FNS
Sobol, Donald J.—2-Minute Mystery Series ... TM
Solomon, Neil, M.D., Ph.D.—Dr. Neil Solomon ... LAT
Sonstein, Bill—On Wines ... SON
Soth, Lauren—Food and Agriculture Affairs ... RTS
Sott, Donna—My Grandma ... KFS
Sousa, John Philip—Various Titles ... CNS
Spadone, F. G.—Coin—Stamp—Medal World ... SPA
Spadone, F. G.—Variety Oddity Coin Collecting ... SPA
Spanier, David—Total Poker ... UFS
Spears, Jackie & Fortuna, Michael—Penny Thoughts ... AF
Spraggett, Allen—The Unexplained ... SUN
Springer, Frank and Stan Lee—The Virtue of Vera Valiant ... LAT
Squirru, Rafael—Latin-American Art ... ALA
Stack, Frank—Dorman's Doggie ... RIP
Stack, Frank—Dr. Feel Good ... RIP
Stanfield, Ron W.—Skipper ... TWN
Stahl, Nancy—Once Over Lightly ... UNP
Stanat, Kirby W.—Chasing A Career ... SMP
Stansbury, Jr., Herb—Smart Chart ... LAT
Stapley, Ray—Your Car ... TSS
Stare, Frederick, M.D./Dr. Beth Whalen—Food and Your health ... FNS
Stark, Dr. Edward—Super Shrink ... TWN
Stark, Norm—The Formula ... UNP
Starr, Leonard—On Stage ... CTN
Stayskal, Wayne—Editorial Cartoon ... CTN
Stayskal, Wayne—Trim's Arena ... UNP
Stearns, William A.—Wall Street World ... BIS
Stees, John—Another View ... UFS
Stees, John—The Bosleys ... UFS
Stein, Herbert—The Economy Today ... UFS
Steincrohn, Peter J., M.D.—Stop Killing Yourself ... MCN
Steitz, Philip—Butter & Egg Man ... ART
Stephenson, Malvina—Washington Interviews ... WNS
Sterling, Bryan—Will Rogers Says ... RTS
Sterrett, Lyle—Snappy Grampy ... TWN
Stevens, Larry—Book Notes ... ECS
Stevens, Mark—Small Business ... STE
Stevens, Mark—Tax Tips ... STE
Stevenson, Dana—Work and the Older Woman ... UFS
Steward, Ellis—Famous Signature Portraits ... TWN
Steward, Hal D.—The Most Successful Man's Secret ... TWN
Stiles, Chuck—Editorial Cartoon ... SM
Stiles, Chuck—Village Square ... SM
Stoffel, Al/Heimdahl, Ralph—Bugs Bunny ... NEA
Strange, E. Z.—Citizens On Radio ... CRO
Strauss, Jack—What's The Law? ... UFS
Stroud, M. F.—Book Reviews (Children's) ... FEA
Stuart, Richard B./Barbara David—Slim Chance in a Fat World ... MAN
Suglia, Augustus and Bloodgood, John D.—Your Home—Build and Improve ... KFS
Sullivan, Edmund—Out Our Way ... NEA
Sulzberger, C. L.—Foreign Affairs ... NYT-NS
Sunya—Tarrot of the Stars ... UFS
Sutton, Horace—Of All Places ... FNS
Svinicki, Eunice—Leisurecrafts ... TWN
Swan, Paul—Truth ... SBP
Swanson, George O.—The Flop Family ... KFS
Swede, Paul—Sunday Laughs ... SBP
Swenson, Allan A.—Gardening Series ... NEA
Swigart, Lyle & Paul Norris—Geriatrix ... CNS
Sykes, M.D., W.P.—The Doctor Says ... RBN

T

Tabor, Frank—The Barnstormers ... TWN
Tager, Sally—The Happy Gastronome ... TWN
Tahtinen, Jennifer—Apartment Decorating ... SUB
Takada, Miskit—The World Of Books ... RBN
Tanksley, Ruth Loring—Taproots ... TWN
Tanzer and Lyons—Your Pet Isn't Sick ... UFS
Tara, Janet—Indoor Gardening ... NEA
Taylor, Henry J.—Henry J. Taylor ... UFS
Taylor, Lillian—Why Be Bored! ... TAX
Taylor, Ruth Gash—Lost Capitols ... TWN
Teller, Sandy—Senator Soaper ... NANA
Templeton, Ben—Yankee Doodles ... LAT
Templeton, Ben & Forman, Tom—Motley's Crew ... CTN
terHorst, J. F.—J. F. terHorst ... UNP
Thaler, Karol C.—Dateline Europe ... NANA
Thaves, Bob—Frank and Ernest ... NEA
Thimmesch, Nick—Nick Thimmesch Column ... LAT
Thomas & Blackburn—Super & Pals ... TWN
Thomas, Bill—Man to Man ... CF
Thomas, Helen—Backstairs at the White House ... UPI
Thomas, R. G.—Roll Call Report ... ROL
Thomas, R. G.—Thomas' Roll Call Report ... ROL
Thomas, Roy/John Buscema—Conan The Barbarian Daily ... RTS
Thomas, Roy/John Buscema—Conan the Barbarian Sunday ... RTS
Thompson, Ruth—Better Living With The Stars ... DIC
Thompson, Ruth—Dialing Around ... DIC
Thompson, Thomas—Blood and Money ... DDS
Thornton, Robert—Nit Wit ... THF
Thornton, Robert—Robert's Rules ... THF
Thosteson, Dr. George C.—To Your Good Health ... FNS
Tiajcliff, Y. L.—Have You Met? ... NPS
Ticknor, Paul E.—Ward'n Gord ... WNG
Tiede, Tom—Tom Tiede National Correspondent ... NEA
Tigay, Alan—Dateline: New York ... NANA
Tippit, Jack—Amy ... RTS
Tobe—Tobe Says ... FNS
Tobin, Don—The Little Woman ... KFS
Toedtman, James S.—Your Roots ... TOE
Toland, John—Adolph Hitler ... DDS
Tompkins, Dana—Speaking of Antiques ... ICP
Trachte, Don & John Liney—Henry ... KFS
Trag, W.—Animal Puzzles ... SBP
Trag, W.—Children's Puzzles ... SBP
Trag, W.—Color The Drawing ... OPS
Trag, W.—Drawing is Fun ... SBP
Trag, W.—Fun & Games ... SBP
Trag, Walt—You Can Fix It ... SBP
Trag, Walt—You Can Read Puzzles ... SBP
Trexler, Pat—Pat's Pointers ... FNS
Trosley, G.—Krass & Bernie ... OPS
Truax, Virginia—Home Game ... MCN
Trudeau, Garry—Doonesbury ... UNP
Truman, Rev. Lee—Let's Talk ... CNS
Tully, Andrew—Capitol Fare ... MCN
Turner, Clark—Blue Kazoo ... FNS
Turner, Dick—Carnival ... NEA
Turner, Morrie—Wee Pals ... UFS
Tyler, Gus—Gus Tyler ... UFS

U

Uluschak, E. D.—Editorial Cartoons ... MIL
Unger, James—Herman ... UNP
Unitas, John/Dintiman, George—Champion Athlete ... TWN
Unwin, James—Sandy ... HPS
Usborne—Know How ... FNS
Uslar, Arturo-Pietri—Latin-American View ... ALA

V

Valtman, Edmund—Editorial Cartoons ... TWN
Van Buren Abigail—Dear Abby ... CTN
Van Campen, A.G.—Let's Ask The Bible ... GLS
Van Horne, Harriet—Harriet Van Horne Column ... LAT
Van Laer, Ken—Broadway Backstage ... BIS
Vance, Chuck—Your World ... VAN
Vanocur, Sander—Sander Vanocur Column ... WPW
Varney, Carleton—Your Family Decorator ... FNS
Vermeer, Al—Priscilla's Pop ... NEA
Villar, Arturo—Latin Panorama ... ALA
Villella, Tom—From The Editor's Disc ... TWN

W

Wadler, S. Leonard—Fact Or Fiction—Mark Twain "The Trouble With People is They Know Too Many Things That A'int So" ... WAD
Wagman, Robert J.—Robert J. Wagman ... NANA
Wagman, Robert J.—Washington Journal ... NANA
Wagman, Robert J. & Sheldon Engelmayer—Energy-Environment Digest ... NANA
Wagman, Robert & Sheldon Engelmayer—It's Your Car ... UFS

Wagner, Fred/Lichty, George—Grin & Bear It ..... FNS
Wagner, Philip—The Wagner Column ..... WAG
Wald, William—Satire By Wald ..... TWN
Waldner, Francesco—Horoscope ..... ITP
Walesby, Stokes & Cuniff, Al—Rockpile ..... UFS
Walker, C. W.—5 Minute Mysteries ..... SBP
Walker, Joan—Your New Way Of Life ..... TWN
Walker, John Barras—Camera College ..... MIL
Walker, Mort—Beetle Bailey ..... KFS
Walker, Mort and Dik Browne—Hi and Lois ..... KFS
Walker, Mort & Jerry Dumas—Sam and Silo ..... KFS
Walker, Mort (Addison)—Boner's Ark ..... KFS
Wallace, Bess—Where Is A Line ..... TWN
Waller, Gladys—Sunday School Lesson ..... EDC
Wallace, Jr., Dr. Robert—Tween 12 and 20 ..... CNS
Wallis, Mary—Filler ..... TWN
Walters, Robert & Martha Angle—In Washington ..... NEA
Walton, Robert—A Time To Live ..... UNP
Ward, David—Vets' Voice ..... UNP
Ward, Kay—Strange Tales From Far Away Places ..... TWN
Ward, Peter—Canadian Comment ..... SUB
Warner, Denis—Denis Warner Column ..... RTS
Warren, Ross—New Jersey Report ..... GSM
Washington Star—Ear on Washington ..... CTN
Watts, John T.—Mainly For Seniors ..... CNS
Weaver, Peter—Mind Your Money ..... KFS
Weaver, Peter—Your Retirement Dollar ..... KFS
Weber, Bob—Moose Miller ..... KFS
Weber, Dick & Patty Castello—Bowling Tips ..... UFS
Webster, H. T.—Webster Classics ..... SM
Weiss, Julius—International Adventure (Numismatic) ..... WEI
Weiss, Julius—International Adventure (Philatelic) ..... WEI
Weiss, Julius—Stamp News From America ..... WEI
Weiss, Morris—Mickey Finn ..... MCN
Weisman, Mary-Lou—One Woman's Voice ..... PRI
Welles, Robin—The World of Music ..... CNS
Wells, Marion—Health's-A-Poppin' ..... CNS
Wendland, Mike—CB Break ..... UNP
Werner, Joe—Consumer Fraud—Don't You Be Cheated ..... WER
West, Dick—The Lighter Side ..... UPI
Westell, Anthony—Westell Report ..... TSS
Westley, John J.—On The Wire ..... DIS
Whatley, James—M.D. ..... ITP
Wheat, Patte & Hale, Dale—You're Getting Closer ..... KFS
Wheeler, Geo. & Evans, Phil—The Nature of Things ..... WHE
Wheeler, Laura—Needlecraft Pattern Feature ..... KFS
Wheeler, Lloyd—Axioms, Aphorisms, & Epigrams ..... TWN
Whipple, Warren & Frank Borth—There Oughta Be A Law ..... UFS
White, Barbara—Coin Counting ..... NUM
White, Barbara—Postal Views ..... NUM
White, Barbara—The World of Coins ..... NUM
White, Deborah—Dear Debbie ..... MCN
White, George G.—Travel News & Notes ..... FEA
White, Leo—Little People's Puz ..... UFS
White, Leo—Sportscramble ..... WHI
White, Leo—Sportrivia ..... WHI
White, Rosemary/Willis, Charles F.—Yankee Doodle Daily ..... TWN
Whitestone, Bruce—Canada's Business ..... DWL
Whitman, Roger—First Aid To Ailing House ..... UFS
Whittington, Shirley—Humor On Every Day Life ..... MIL
Wicker, Tom—In The Nation ..... NYT-NS
Wicks, Ben—Ben Wicks ..... SUN
Wicks, Ben—Outcasts ..... TSS
Widener, Alice—Alice Widener Column ..... USA
Wilder, Stella—Your Birthday ..... UFS
Wilder, Stella—Your Stars This Week ..... UFS
Wilkins, Emily—A New You ..... KFS
Wilkins, Ed—Did You Know? ..... TWN
Wilkins, Ed—Riff Raff ..... TWN
Wilkens, Roy—Wilkins Column ..... RTS
Wilkinson, Charlotte—Your Fashion Image ..... YFI
Williams, Bernard—Unlikely Letters ..... SM
Williams, Margaret—Science ..... EPS
Williams, Ross—Careful Shopper ..... NRS
Williams, Ross—Chess Points ..... CNS
Williamson, Al and Archie Goodwin—Secret Agent Corrigan ..... KFS
Williamson, Porter B.—Selling to the Government ..... MSC
Will, George F.—George F. Will Column ..... WPW
Wills, Charles F. and Rosemary White—Yankee Doodle Daily ..... TWN
Wills, Garry—Outrider ..... UNP
Wilson, Barbara A.—Accent On Pets ..... TWN
Wilson, Earl—It Happened Last Night ..... FNS
Wilson, Erica—Needleplay ..... CTN
Wilson, J. J. (Jim)—Sorry To Bother You ..... WWH
Wilson, Ray—Ray Wilson on B'way ..... NEW
Wilson, Ray—Tips On Tables ..... NEW
Wilson, Ray—Today in New York ..... NEW
Wilson, Rick—Editorial Cartoons ..... WLS
Wilson, Rick—Fun Features ..... WLS
Wilson, Rick—Tornado! ..... WLS
Wilson, Tom—Ziggy ..... UNP
Windle, Jerry—Shooting Stars ..... CNS
Wingert, Dick—Hubert ..... KFS
Winsey, Val—Susie Mac ..... UFS
Winship, Elizabeth—Ask Beth ..... LAT
Winter, Ruth—YOU ..... LAT
Winters, Ariel—In Good Spirits ..... TWN
Wohl, Jack—Pixies ..... UFS
Wohl, Jack—P.S. ..... LAT
Wolfe, George—Pops ..... SM
Wood, David B.—Botony Boy ..... TWN
Wood, David B.—Fun and Fact ..... TWN
Wood, Gus—Church Page ..... MOR
Wood & Boyd—Apple Pie ..... MOR
Wood & Boyd—Editorial Cartoon ..... MOR
Wood & Boyd—Sovereign State of Affairs ..... MOR
Woodman, D. K.—Memo to Caesar ..... HPS
Woodard, James M.—Open House ..... CNS
Worcester, Marjorie—The Way They Were ..... HRS
Worthington, Peter—Peter Worthington ..... SUN
Woycecho, Jaroslav—Pedal Pushers ..... TWN
Wright, Dick—Dick Wright Editorial ..... MCN
Wright, Dick—Sports Quiz ..... MCN
Wright, Don—Don Wright Cartoons ..... NYT
Wright, Doug—Editorial Cartoons ..... MIL
Wright, Larry—Wright Angels ..... EF
Wucherer, Ruth—Movie Memories ..... TWN
Wyatt, Susan—John Dough ..... MCF
Wyatt, Susan and Roy N. Elderman—Elderman ..... MCF
Wykert, John—Insight ..... NANA
Wynn, Lloyd—Getting It Together ..... TWN

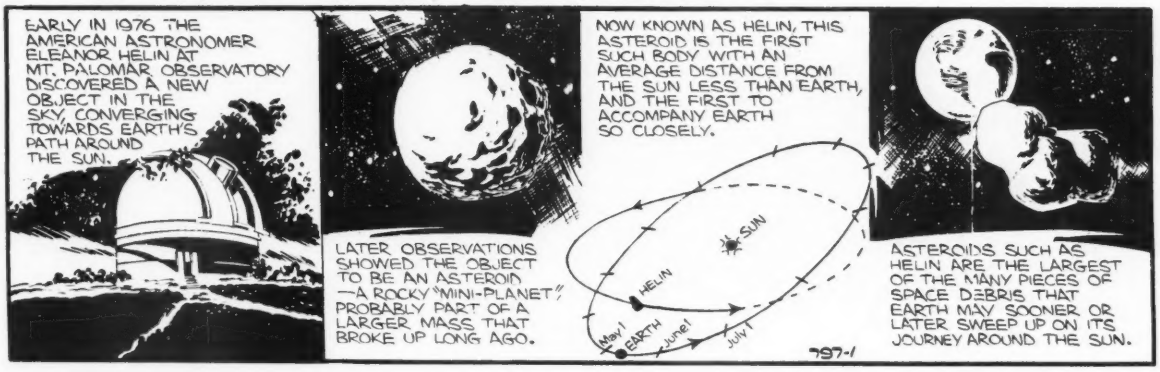
Y

Yarman, Betty—Family Finance ..... WNS
Yates, Bill—Professor Phumble ..... KFS
Yoakum, Robert—Another Look ..... YKM
Yoder, Dorothy—A Happy Home ..... INR
Yoder, Dorothy—Church Forum ..... INR
Yoder, Dorothy—Do You Know? ..... INR
Yoder, Dorothy—Our Preacher Says ..... INR
Yoder, Dorothy—Sermonograms ..... INR
Yoder, Dorothy—Better Way ..... INR
Yoder, Dorothy—Church Invites You ..... INR
Yoder, Dorothy—Wit and Wisdom ..... INR
Yoder, Dorothy—World Religious News ..... INR
Yoes, Ralph—Caricatures ..... CNS
Yoes, Ralph—Cartoons ..... CNS
York, H. Boswell, R. Ph.—Medicine Chest ..... MCN
Yost, Charles W.—Yost Column ..... FRY
Young, Dean and Jim Raymond—Blondie ..... KFS
Young, Dick—Young Ideas ..... CTN
Young, Hilda—From My Pew ..... NCF
Young, James Lee (Ed.)—Baptist Press Features ..... BAP
Young, James R.—Tim Tyler's Luck ..... KFS
Youngman, Henry—Henny ..... FNS
Yulish, Charles—High Fi/Stereo Review ..... IMN

Z

Zahn, Robert—Bigg's Business ..... TWN
Zink, Lubor J.—Lubor J. Zink ..... SUN
Zion, Sidney—Sidney Zion ..... NANA
Zollman, Joseph—Stamps ..... STA

Frontiers of Science



Here's attractive, informative reading that's ideal for your comic page, children's columns, or lifestyle section. It's an ideal buy to reach a broad-based loyal readership. Available 5tw/orp.

For samples, and to clear rights or discuss rates in your area, contact Dorothy Bird (416) 367-2462.

Contemporary features that meet readership needs.

Toronto Star Syndicate

One Yonge St., Toronto, Canada M5E 1E6

Canada's largest and most comprehensive news and features organization.

CLASSIFICATIONS OF SYNDICATED FEATURES

1—ASTROLOGY-GRAPHOLOGY

Astro Analysis—w-2c10¼"-orp-mail—Sonia McGinnis ..... MOR
Astro*Graph—d-1c12"/3c4"-orp-tape-mail-wire; S-2c6"/4c3"-ill—Bernice Bede Osol ..... NEA
Astrological Forecast—7tw-600-orp-ocr-mim-wire—Sydney Omarr ..... LAT
Astrology—w-500-xerox—Eridani ..... ERI
Astrology In Time and Space—w-600-mail-orp—Steven Schmidt ..... TWN
Astrology Today—w-d-500-orp—Sybil Leek ..... SBP
Astrology Today—w-500-mim—J. Naylor ..... SBP
Auto Astrology—m/w-500-var-man—by Manfred ..... AST
Biochart—dS-20/30 picas-orp—Ken Michaels ..... SUN
Carroll Righter Horoscope—7tw-700-orp—Carroll Righter ..... MCN
Change Your Handwriting—Change Your Life—w-250-xerox-Patricia Lavin ..... BUR
Cosmic Signs—w-3c10"-orp ..... TVC
Dog Starre—m/w-500/var-man—by Lady Cassandra (Marian Futterman) ..... AST
Dog Stars—m/w-500/var-man—by Sirius (M. Futterman) ..... AST
Famous Signature Portraits—w-25/50-mail-orp—Ellis Steward TWN
Fortune Teller—w-100-orp-ill—Margret Fulton ..... SBP
Gandi's Monthly Forecast—m-600-mail-orp—M. K. Gandi ..... TWN
Gardening by Astrology—m/w-500/var-man—by Flora ..... AST
Graphoanalysis Scrapbook—w-100-mail-orp—Robert W. Pelton ..... TWN
Horoscope—w-1c13"-orp—B. J. Crowley ..... EDC
Horoscope—an-var-mim—Francesco Waldner ..... ITP
Horoscope—wknd-700-orp—Clay Pollan ..... MCN
How To Develop The Magical Powers Of Your Mind—w-600-mail-orp—Lloth Keats ..... TWN
Jeane Dixon—d-475-mim-ocr-orp-wire—Jeane Dixon ..... LAT
Look To The Stars—w-600-mail-orp—Laurie Keast ..... TWN
Meet The Stars—d/w-var-mim—Frederick Davnes ..... ITP
Old Farmers Almanac—w-750-mim-ocr-orp-lc-wire-tt-mail-tape-tel ..... UFS
Olga Knows—w-2c11½"/650-orp—Patsy Milligan ..... MLS
Psychic Forum—w-500-mail-orp—Rev. Woods Mattingley ..... TWN
Samantha Reads Your Stars—w-600-orp-mail—Sue Reed ..... SUB
Share A Date—w-600-mail-orp—Frank Finney ..... TWN
Stand Up Analysis—Patricia Lavin ..... LAV
Star Gazer—dS-2c4½"-mat-orp—Clay Pollan ..... MCN
Starcast—w-600-orp—Antoinette May ..... CHR
Star Stanzas—m-var-man-orp-mail—Selma Glasser ..... GLA
Star Tracking—dS-300-wire-ocr—Jeanne Avery ..... FNS
Strange Destinies—w-600-mim—J. Macklin ..... SBP
Swinging Prophet—dS-500-mim-mail—Robert Lucas ..... WOR
Tarot of the Stars—w-700-orp-ill—Sunya ..... UFS
The Psychic Invasion—w-700-mail-orp—Wayne Lundberg ..... TWN
This Week In Astrology—S-hps-tps-tp-qps-orp-mat—Bernice Bede Osol & Elmarine Hanratty ..... NEA
Uri Geller Column—wknd-600-mim—Uri Geller ..... MCN
***Wishing Well**—7tw-2c-mat-orp—William J. Miller ..... KFS
Without A Trace—ind-8400-xerox—Charles Berlitz ..... DDS
***Your Birthday**—dS-600-orp-ocr-mail-Lc-wire-tape-tts-tel-mim—Stella Wilder ..... UFS
Your Handwriting Tells—2tw-250-ill-ocr-mail—Dorothy St. John Jackson ..... CNS
Your Horoscope Forecast—w-500-man-xerox—Dolores Pyle ..... PYL
Your Horoscope Guide—1tw-600-ocr-orp-mail—Gina Ceaglio ..... CNS
Your Horrorscope—w-300-mail-orp—D. B. Shaw ..... TWN
Your I Ching—w-400-mail-orp—Jean M. Bell ..... TWN
***Your Individual Horoscope**—7tw-Lc-orp-ocr-wire—Francis Drake ..... KFS
Your Stars—w-200-man-mail—Constance Sharpe ..... MIL
Your Stars This Week—w-750-mim-Lc-mail-orp-tape ocr-wire-tts-tel—Stella Wilder ..... UFS
Your Week Ahead—w-2c6"-orp-mat—Dr. A. W. Damis ..... CSP
Zodiyaks—w-7c4"-orp—John Prinkey ..... FSF

2—AUTOMOTIVE

Auto Album—w-2c-ill-orp—Ted Burness ..... UFS
Auto Astrology—m/w-500/var-man—by Manfred ..... AST
Auto Service Tips—w-2c2½"-orp-mat-ill—Staff ..... CSP
Auto Topics—w-700-mail-orp—Edward Janicki ..... TWN
Automotive—w-1gp—Ida Fried ..... EPS
Book Digest—w-Ps-orp-ill—Misc. Authors ..... OPS
Car Crazy—w-var-orp-ill—Bilko ..... SBP
CarTalk—m-500-mim—Ray Hite ..... ECS
Caring For Your Car—w-750-ocr-mim-ill-wire—Ray Hill ..... LAT
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ..... OPS
Dateline: Detroit—w-500-mim—Don O'Reilly ..... AU
Driver Ed & Edna—d-w-1c2"/2c4"-mail-orp—The Dintmans & Ross Bunch ..... TWN
Driver's Seat—w-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert W. Irwin ..... NANA
Hollywood Pit Stop—w-var-xerox—Anthony Cardoza ..... HOP
Home Guide—sea-bi-man ..... TAP
Inside Auto Racing—3tw-500-mim—Don O'Reilly ..... AU
It's Your Car—3tw-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sheldon Engelmayer-Robert Wagman ..... UFS
Krass & Bernie—w-ps-orp-ill—G. Trosley ..... OPS
Knight News Wire—7tw-var-wire ..... CTN
Let's Talk About Your Car—w-150/200-mim—Ray Hite ..... ECS
Modulations—2tw-2c-orp—Jim Shattuck ..... CTN
Moto World—m-1500-man-igp-mail—Bob Cutter ..... THG
Motor Talk—w-2ps-mail—Fred W. Kline ..... CAP
Motor Tips—w-500-mim—Stirling Moss ..... SBP
Motor Tips—w-ps-orp-ill—Misc. Authors ..... OPS
Motorcade USA—w-500-mim—Don O'Reilly ..... AU
Motorways—1tw-500/700-ocr-orp-mail—Frank Macomber ..... CNS
New Car Report—w-500-igp-xerox-mail—Doyle K. Better ..... AUT
Newsfeatures—d-var-opr-ill-tape-ocr-mail-wire—Staff ..... NEA
On Wheels—w-1c10"-xerox—Michael Lamm ..... OWS
On Wheels—w-500-mail-orp—Richard Kagle ..... TWN
Record Revels—w-1500-ocr-orp-Lc-man-mat—Itsi Mii ..... MCF
Rules Of The Road—w-500-mail-orp—Warren Post ..... TWN
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... SBP
The Chargers—dexS-4c2"-mail-orp—Ross E. Bunch ..... TWN
The Steering Column—w-500-man-igp-mail—Bob Cutter ..... THG
You Auto Know—w-500-mail-orp—Richard Kagle ..... TWN
Your Auto and You—w-500-xerox-mail—Doyle K. Getter ..... AUT
Your Car—w-700-mim—Ray Stapley ..... TSS
Your Car—w-600-mim-ocr—Eugene Milmoe ..... LAT
Your World—w-500-mim—Chuck Vance ..... VAN

3—AVIATION

Aviation—w-600-mim—R. Bruckner & J. Barnes ..... BIS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
The Barnstormers—dexS-1c2"/2c2"-mail-orp—Frank Tabor ..... TWN

4—BEAUTY

***A New You**—3tw-ill,mat-orp-Lc-ocr-wire—Emily Wilkens ..... KFS
Ask Jennifer—tw-500-mim-ocr-wire-ill—Jennifer Anderson ..... LAT
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Women's Weekly—m-ps-opr-ill ..... OPS
Beauty Bits—dS-50/75-mim-mail—Kathryn Amidon ..... WOR
Beauty Hints—w-600-mim—April Anastasi ..... ASC
Beauty Hints—w-1gp—Dina Dellale ..... EPS
Beauty Is . . .—w-200-mim—Madam Lucille Bouchard ..... BOU
Beauty Tips From Hollywood—w-500-orp—Various Showbusiness personalities ..... SBP
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ..... OPS
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Eat Up And Slim Down—14 part series-3c10"-orp-ill—Lelord Kordel ..... SPE
Fashion & Beauty Tips—w-var-orp-ocr-mail-wire—Staff ..... NEA
Fashion/Beauty—2tw-600-ocr-orp tape-mail-wire-ill—Elke Grossman ..... NEA
Fashion 'N Figure—w-3c7"-Lc-mail—Page Palmer ..... FAS
Hair Care—w-3c2"-orp—Carole Bentley ..... ITP
Men's Fashions—occ-600-ocr-orp-tape-mail-wire-ill—Charles Hix ..... NEA
More Than Beauty—tw-600-ocr-igp-Betsy von Furstenberg ..... UNP
Quick Tip Beauty Strip—tw-4c-orp—Jennifer Anderson ..... LAT
Spadea Hair—w-var-orp-ill—Paul Hamlin ..... SPS
Stay Young!—dexSat/we-var-orp-mail—Michelle McGarrett ..... RBN
Thinking Slim—w-500-orp-mail—Jean Nidetch ..... SUB

WEEKLY HOROSCOPE
(in over 200 newspapers)

Toledo Blade
CAPRICORN (December 22-January 19): Life is not a bowl of cherries, Cap, it is a game of checkers, so study rules of the game. Surrender one to take two; don't make two moves at one time; move up, not down; and when you get to top, you can move as you like.

Boston Hellenic Chronicle
LIBRA (September 23-October 22): Exaggeration and irritability are your fatal flaws, Libra. Get these venial sins under control and your Great Big Dramatic Sins will diminish in direct ratio to energy expended. Honestly. You'll see.

Olga Knows®
© 1977 Patsy Milligan Syndicate

Wailuku Maui News
TAURUS (April 20-May 20): If you were a book, Taurus, you'd be The Whole Earth Catalog." You have a natural, earthy and unselfconcious approach toward life in general and sex in particular. Lucky is the lover who lands you for a partner, Taurus. Lucky and probably exhausted!

Louisville Times
SCORPIO (October 23-November 21): Happy Birthday Scorp! You are happiest when on the prowl, stalking the local scene in search of adventure. You are clever, cunning and totally captivating. Those who know (and they are legion!) refer to you as The Leonardo of Love. March and August are significant months in year ahead. Expert chef caters to your unorthodox tastes. Bon Appetit.

FOUR WEEK FREE TRIAL

Patsy Milligan Syndicate, p.o. box 14, dundee, illinois 60118 312/428-8902

Winning The Age Game—ind-8400-xerox—Gloria Heidi ..... DDS
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Your New Way Of Life—w-400-mail-orp—Joan Walker ..... TWN

4A—BOATING

Boating—w-1gp—Ida Fried ..... EPS
Boating—w-500-orp-ill—Julius Cooper ..... UFS
Good Boating—w-350-mim-mail—John Lynker ..... JPS
Martin's International Newsreel—ocr-var-igp—Staff ..... MAR

5—BOOKS

A Good Book To Read—dw-500/1000-man—Martin J. Ross ..... LAW
About Books—w-800-orp-tape-ocr-ill-mail-wire—American Library Association ..... NEA
Adolph Hitler—ind-8,400/14,400-xerox—John Toland ..... DDS
Authors & Books—w-750-orp-mail—Gary Baranik ..... BAR
Best Sellers—w-150-tape-mim-ocr-orp-Lc-mail-wire-tts-tel—Publishers Weekly ..... NANA
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—various authors ..... SBP
Best Sellers Showcase—dS-4c2"-hps-tps-qps pt-hpt-orp-mat ..... UNP
Blood And Money—ind-10,500-xerox—Thomas Thompson ..... DDS
Book Bestseller List—w-2c6"-mim—Staff ..... TSS
Book Marc—w-var-man-mail—Marc Drogin ..... DRO
Book Marks—w-1000-man-orp-ocr—Mid Paulus ..... MCF
Book Notes—w-150/200-mim—Larry Stevens ..... ECS
Book Reporter—w-350/450-mim-mail—Staff ..... JPS
Book Reviews—w-100/800-mim—John Pinkerman ..... NWS
Book Reviews—w-var-igp-orp—Robert Emmett McLeod ..... FEA
Book Reviews—1tw-50/250-ocr-orp-mail—Various ..... CNS
Book Reviews—w-var-mim—David Horowitz & D. Benarone ..... WUP
Book Reviews—m-var-orp-igp—M. F. Stroud ..... FEA
Book Shelf—eom-500-man—Lee James ..... SA
Book World—w-500-mim—Myrna Gier ..... ITP
Book World—w-var-4-8p-Lc—William McPherson, editor ..... WPW
Books—w-igp—Hans Holzer ..... EPS
Books For Around The House—w-var-mim—Jan Paul ..... PAU
Books For The Coffee Table—w-600-orp—John Donald ..... TAG
Books In Review—m-var-man-mim-mail—Staff ..... IMN
Books-Into-Serials—cont-man—Various Authors ..... CHA
BookViews—w-500-xerox-mail—Alan Caruba ..... INP
'Bout Books—5tw-500-mim-mail—Philippa Ruth ..... WOR
Christian Science Monitor News' Service—5tw-var-igp-ocr-orp ..... RTS
Daily Short Story—d-ps-orp-ill—Miscellaneous Authors ..... OPS
Digest of Books—m-pt-orp/book form—Various Authors ..... SBP
Entertainment & The Arts—an-var-man-mim-mail—Stephen Ross ..... IMN
Forever Hold Your Banner High—ind-6,000-xerox—Jerry Bowles ..... DDS
I'm Eve—ind-10,500-xerox—Chris Costner Sizemore/Elen Sain Pittillo ..... DDS
Knight News Wire—7tw-var-wire ..... CTN
Loose Change—ind-8400-xerox—Sara Davidson ..... DDS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
No Fault Marriage—ind-8400-xerox—Marcia Lasswell/Norman Lobsenz ..... DDS
Parade of Books—w-var-Lc-igp—Robert Hollenbeck ..... KFS
Parents Book About Divorce—ind-8400-xerox—Richard A. Gardner, M.D. ..... DDS
Pure Pulp—w-300-man—George Cole ..... MED
Reader Specials—on-ill-Lc-ocr-wire—Various Authors ..... KFS
Readers World—w-3c7"-man-orp-ill—Arthur Brickman ..... BRI
Record Revels—w-1500-Lc-man-mat-ocr-orp—Itsi Mii ..... MCF
Sew Biz (c)—w-600/700-mim-ill—Julia C. McCombs ..... COE
Sid Ascher's World—w-750-mim—Sidney Ascher ..... ASC
Spotlight Service—w-1/7 parts-var-mim-ocr-orp-Lc-wire-ill-tt-mail-tape-tel ..... UFS
The Fifties—ind-3600-xerox—Douglas Miller/Marion Nowak ..... DDS
The Managerial Woman—ind-3600-xerox—Drs Margaret Henning & Anne Jarchim ..... DDS
The Reviewer—Books, Records And Films—d/w-500-mail-orp—Varies ..... TWN
The World of Books—w-var-orp-mail—Miskirt Tokada ..... RBN
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors ..... OPS
Winning The Age Game—ind-8400-xerox—Gloria Heidi ..... DDS
Without A Trace—ind-8400-xerox—Charles Berlitz ..... DDS
Woman At Home—ind-8400-xerox—Arlene Rossen Cardozo ..... DDS
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Zane Grey's Best Short Stories & Books—w-ps-orp ..... OPS

6—BRIDGE

B. Jay Becker's Contract Bridge—dS-mat-orp—R. Jay Becker ..... KFS
Better Bridge—1tw-450-orp-mail-ocr—Robert Rosenblum ..... CNS
Bridge—w-var-mail—Carl Brett ..... GIN
Goren On Bridge—7tw-600-orp-wire—Charles Goren & Omar Sharif ..... CTN
Karpin On Bridge—7tw-600-ocr-wire—Fred L. Karpin ..... CTN
Sheinwold On Bridge—dS-750-orp—Alfred Sheinwold ..... LAT
The Aces—dS-700-orp-ocr-mail-Lc-wire-tts-tel mat-tape—Ira G. Corn, Jr. ..... UFS
Win At Bridge—dexS-300-orp-ill-mail—Oswald & James Jacoby ..... NEA

7—BUSINESS-FINANCIAL-LEGAL-REAL ESTATE

A Good Book To Read—dw-500/1000-man—Martin J. Ross ..... LAW
A Good Idea—4tm-700-xerox-mail—Mike LeFan ..... LEF
A Problem Today—w-150-orp—Ida Nettleton ..... SBP
A Woman And Her Money—w-600-xerox-mail—G. L. Ludcke ..... BEL
About Real Estate—w-800-ocr—Don Campbell ..... RTS
Advertising Basics—w-650/750-man—Hal Betancourt ..... BET
Advice To The Taxlom—w-600-orp—Jacob Smith ..... INO
Ask The Lawyer—tw-var-man-orp-mail—Albert Rich ..... RBN
Before You Buy—w-750-mim-ocr-Lc-wire-tt-mail-tape-tel-orp—Margaret Dana ..... UFS
Behavior & Business—w-600-man-xerox—S. V. Didato, Ph.D. ..... DID
Bigg's Business—d-1c2"/2c4"-mail-orp—Robert Zahn ..... TWN
Business and the Stock Market—w-600-mim—Babson's Staff ..... PFB
Business Briefs—d-w-500/1000-man—Martin J. Ross ..... LAW
Business Law Bits—d-200-xerox-mail—Ritter & Levine ..... LEG
Business Outlook—sw-var-mim—J. A. Livingston ..... FNS
Business Today—5tw-450-tt—Staff ..... UPI
Business Week in Review—w-600-tt—Staff ..... UPI
Business World—S-500-tt—Staff ..... UPI
Butter & Egg Man—w-250-mail—Philip Seitz ..... ART
Buy Right—w-750-ocr—Arthur Darrack ..... RTS
Canada's Business—w-250-mim—Bruce Whitestone ..... DWL
Canadian Business Report—5tw-var-mim—John Meyer ..... TSS
Careers—3tw-450-mim-ocr—Joyce Lain Kennedy ..... SFI
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ..... RTS
Commands For Your Success—w-500-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
Computer—Friend or Foe—w-800-mail-orp—Martin Nussbaum ..... TWN
Consumer Aids—w-550-man-orp-igp-mail—Virginia Mace ..... NRS
Consumer Contact—sw-500-ocr-xerox—Arthur Rowse ..... CNI
Consumer Corner—w-2ps-mail—Capitol News Service ..... CAP
Consumer Fraud—Don't You Be Cheated—tw-500-mim—Joseph Werner ..... WER
Consumer's Question Box—w-750-mim-ocr-orp-Lc-wire-mail—tt-wire-tape-tel—Margaret Dana ..... UFS
Cut Your Own Taxes And Save—sea-var-ocr-orp-tape-mail-wire—Ray De Crane ..... NEA
Daily Investor—5tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Don G. Campbell ..... UFS
Daily Stock Market Chart (short term trend)—d-5tw-orp-ill—Charles E. Carden ..... STO
Economic Analysis—1tw-800-wire—Leonard Silk ..... NYT-NS
Economic Impact—sw-750-wire-xerox—Hobart Rowen ..... WPW
Editorial Research Reports—5tw/4tm-550/6000-orp-ill-mail—Hoyt Gimlin, Ed ..... CQ
Everybody's Business—tw-1500-ocr-orp-Lc-mat—John Douglas Paulus ..... MCF
Everybody's Money—3tw-650-xerox—Merryle Stanley Rukeyser ..... SLM
Family Finance—2tw-600-mim-ocr-orp-Lc-mail wire-tts-tel-tape—Betty Yarmon ..... WNS
Finance—5tw-400-mim—Jack McArthur ..... TSS
For The Consumer—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sidney Margolius ..... WNS
From Where I Sit—tw-var-man—Samuel Feinberg ..... FA
Get Your $ Worth—wknd-400-orp—Sally & Jim Adams ..... MCN
Good Buys: What, Where, Why—w-500-mail-orp—Louise Patterson ..... TWN
Help-Mate—w-1200-ocr-xerox—Ann Rosenthal ..... CNI
Home Guide—sea-bl-man ..... TAP
Homing In—w/cont-300/800-mail-xerox ..... HI
House Detective—d-w-125-mail-orp—Carmen Collins ..... TWN
How Creative Are You?—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Be A Successful Manager—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Be A Winner—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Be Successful—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Build A Business—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How-To Business Articles—ind-1500-xerox—Arthur S. Green ..... GRE
How To Communicate Skillfully!—w-500/var-mim-man-ocr-Lc-mail—Whitt N. Schultz ..... KNF
How to Develop Success Habits—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Develop Your Potential—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Improve Your Letterwriting Skills—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Motivate Yourself—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Save T-i-m-e!—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Sell Successfully By Mail—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Solve Your Problems—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Think Creatively—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How's Business?—w-300-mim—Babson's Staff ..... PFB
Human Side Of Investing—w-600-xerox-mail—G. L. Ludke ..... BEL
Ideas, Issues & Insights—w-650-man—Harry M. Humphreys ..... PUB
In The Public Interest—w-750-ocr—Ralph Nader ..... RTS
Inside Labor—dexSat-700-ocr-wire—Victor Riesel ..... FNS
Insurance For Consumers—d-500-orp—Dave Goodwin ..... GWN
Investment Notes—5tw-450-tt—Staff ..... UPI
Investors Guide—6tw-Lc-orp-ocr-wire—Sam Shulsky ..... KFS
Janeway Capsule—5tw-100-wire-telex—Eliot Janeway ..... CTN
Janeway Economic Service—3tw-800-ocr-wire/Eliot Janeway ..... CTN
Jobs/Careers/Jobs—dS-250-mail—Jean & Paul Lewis ..... ART
Judge For Yourself—d-200-xerox-mail—Ritter & Levine ..... LEG
Judge For Yourself—d-w-500-mail-orp—Brian McGinty ..... TWN
Knight News Wire—7tw-var-wire ..... CTN
Landmark Decisions—d-w-500/1000-man—Martin J. Ross ..... LAW
Law For Laymen—w-600-mail-orp—Jay Dee, J.D. ..... TWN
Lawyer's Viewpoint—w-800-xerox-mail—John Ritter ..... LEG
Legal Briefs—d-200-xerox-mail—Ritter & Levine ..... LEG
Lesson in English—w-100-orp—C. Gordon ..... SBP
Listen, Bess—2tw-600-ocr-wire—Bess Myerson ..... CTN
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Louis Rukeyser Column—3tw-700-mim—Louis Rukeyser ..... MCN
Managing Your Family's Money—2tw-500-ocr—Merle Dowd ..... RTS
Meltzer on Real Estate—w-750-ocr-wire—Bernard Meltzer ..... FNS
Milton Moskowitz Column—tw-600-mim-ocr-wire—Milton Moskowitz ..... LAT
Mind Your Money—2tw-Lc-ocr-wire—Peter Weaver ..... KFS
Money Matters—w-500-mim—Dave Goodwin ..... GWN
Money Matters—1tw-600-ocr-orp-mail—various ..... CNS
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike LeFan ..... LEF
More For Your Money—w-850-mim—Lawrence Galton ..... WSS
Money Watch—3tw-400-mim-ocr—Carol Mathews ..... LAT
Ms. Consumer—w-700-mail-orp—Georgia Jeffries ..... TWN
Mutual Funds—w-600-mim-ocr-Lc-mail-wire-tts-tape-tel-orp—Don G. Campbell ..... UFS
My Success Story—w-500/1000-orp—Various Famous Authors ..... SBP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Old Fashioned Thrift—tw-2c4¾"-orp—Katie Hess ..... RTS
Open House—1tw-550-ocr-orp-mail—James M. Woodard ..... CNS
People and Problems—d/w-500/1000-man—Martin J. Ross ..... LAW
Point Of Law—d-200-xerox-mail—Ritter & Levine ..... LEG
Promising Patents And Products—w-2c/3c-orp-ill—Staff ..... LUI
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Real Estate House Calls—w-700-xerox—Edith Lank ..... RHC
Real Estate Mailbag—dS-800-mim-mail—Robert J. Bruss ..... REF
Real Estate Notebook—w-600-mim-mail—Robert J. Bruss ..... REF
Selling Short—dexS-2c3"-mat-orp—Ken Ross & Don Raden ..... UNP
Small Business—w-700-xerox—Mark Stevens ..... STE
Small Business Tips—w-600-orp—John Dvorak ..... TAG
Smart Chart—6tw-1c3"-orp—Herb Stansbury Jr. ..... LAT
Stamp Investment Guide—w-650-man-igp-xerox-mail—Mark A. Kellner ..... KEL
Staying Ahead—tw-750-wire-xerox—Jane Bryant Quinn ..... WPW
Stock Charts—5tw,w,m-var-wire ..... UPIN

"WORLD OF REAL ESTATE"

by

Howard L. Shonting, Realtor

Weekly column—discussion plus questions and answers on the entire spectrum of real estate. High reader interest.

Real Estate Research Institute

353 Willett Avenue

Port Chester, New York 10573

Phone: 914/937-3502

WHAT. ***Homing In.*** Popular questions and informed answers on home ownership, rental, buying, and selling. Concentrates on financial, legal, social, and investment aspects.

WHY. Because every reader lives somewhere . . . and faces daily the concerns and opportunities the feature addresses. Readers generally invest the largest part of their income in shelter. Thus, they're vitally interested in the subject. Yet, they meet a void on the topic in most newspapers and magazines and in broadcast media.

WHERE. Real estate/home features sections. Financial holes.

WHO. Jointly produced by experienced corporate communications director and real estate finance authority. Each is vice president of an NYSE financial services firm and holds an advanced degree—one in journalism, the other in real estate finance. Each has wide background in writing and speaking publicly on topic.

HOW. Write for free samples and information. ***Homing In,*** P. O. Box 26622, San Francisco 94126.

WHEN. Now.

CLASSIFICATIONS OF FEATURES

Stock Of The Week—w-min—Electronic Evaluator ..... CTN
Stoker The Broker—d-2c2"-mat-igp—Henry Boltinoff ..... WSS
Success Strategies For You!—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
Successful Investing—5tw-500-min-ocr-wire—David R. Sargent ..... LAT
Sunday Stock Market Chart (long term trend)—s-orp-ill-3c6"-350-mim—Charles E. Carden ..... STO
Super Handyman—3tw-ill-mat-orp-ocr-wire—Al Carrell ..... KFS
Tax Facts—1tw-250-ocr-orp-mail ..... CNS
Tax Tips—w-100-xerox—Mark Stevens ..... STE
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Carden Rport—S-350-min-ill—Charles E. Carden ..... STO
The Econômy Today—w-600-orp-ocr-mim-Lc-mail-tape-wire-tts-tel—Herbert Stein ..... UFS
The Greer/Kandel Report—3tw-800-mim-ocr-orp-wire-mail—Myron Kandel & Philip Greer ..... EF
The High Road To Business—tw-2c12"/4c12"/350/400-mim—Charles Rehns ..... REH
The Law Brief—d/w-500/1000-man—Martin J. Ross ..... LAW
The Legal Way—1tw-550-ocr-orp-mail—Edward J. Demson ..... CNS
The Managerial Woman—md-3600-xerox—Drs. Margaret Hennig & Anne Jardim ..... DDS
The Market Day By Day (short term trend)—d-5tw-orp—Chart by Carden ..... STO
The Most Successful Man's Secrets—w-500-mail-orp—Hal D. Steward ..... TWN
The Smart Life—w-500-mail-orp—David Chagall ..... TWN
The Week in Finance—ttw-900-wire—Tom Mulaney ..... NYT-NS
The World of Real Estate—w-450-man-orp—Howard L. Shonting ..... RER
Tid-Bits—dw-1c2"/2c4"-mail-orp—Charles H. Dennis ..... TWN
TipOff-The Rip Off—w-var-xerox—Sylvia Cronin ..... CFS
Trade Winds—d-400-tape-mim-ocr-orp-Lc-mail-wire tts-tel—Lou Schneider ..... NANA
Understanding Insurance: A Consumer's Guide—w-500-mail-orp—Ray E. Carden ..... TWN
Wall Street World—w-800-mim—William A. Stearns ..... BIS
What's Ahead For Southern Business—w-600-mail-orp—Lawrence H. Shaw ..... TWN
What's The Law?—1tw-500-mim-ocr-orp-mail-Lc-tts-tel—Jack Strauss ..... UFS
Working—w-500-mail-orp—Jack F. Bryson ..... TWN
Working It Out—3tw-300-xerox-mail—Mel Thompson ..... VP
You and Your Career—w-600-orp-mail—Richard A. Patton ..... TWN
Your And Your Money—1tw-450/600-ocr-orp-mail—Judith G. Rhoads ..... CNS
You, The Consumer—3tw-500-ocr-wire—Barbara & Ray Howard ..... CTN
Your Home-Build & Improve—w-ill-mat-orp—John D. Bloodgood/Augustus Suglia ..... KFS
Your Money—5tw-500-mim—Pat Fellowes ..... TSS
Your Money's Worth—dexSat-600-ocr-wire—Sylvia Porter ..... FNS
Your World—w-500-mim—Chuck Vance ..... VAN

8—CARTOONS AND PANELS

A Little Leary—7tw-1c2"-orp—Bill Leary ..... LAT
Agony—w-2c2"-orp-igp ..... ITP
Amy—dexS-2c3"-orp—Jack Tippit ..... RTS
Animal Puzzles—ws-ps-orp-ill—W. Trag ..... SBP
Animalogic—6tw-1c4"-orp—Ed Nofziger ..... LAT
Another View—6tw-2c4"-orp—John Stees ..... UFS
Antiques Fair—S-3c/4c-tps-hpt-orp—Erwin L. Hess ..... UFS
Apple Pie—w-2c4"-orp-mail—David Boyd & Gus Wood ..... MOR
Arnie—w-ps-orp-ill—Arne Stockholm ..... SBP
Art's Gallery—dexS-2c5"-orp-mat—Art Finley ..... UNP
As You Were—dexS-2c4"-orp—Jim Baker ..... PIO
Barnyard Gate—dexS-4c5"-orp-mat—Sarge O'Neill ..... SOU
Beautiful!—dexS-1c3"/2c4½"-orp—Barbara Jones/Charles Bowen ..... AF
Belvedere—d-2c-orp-mat—George Crenshaw ..... FNS
Berry's World—d-2c5½"-orp; S-tps-qps-hpt-orp—Jim Berry ..... NEA
Best Cartoons From Europe—d/w-var-orp—Various Cartoonists ..... SBP
Best Family Cartoons From Germany—w-var-panels-orp-ill—Misc. Artists ..... SBP
Bi-Focals—dS-2c4⅛"-orp-mat—Ruth Marcus ..... MCN
Big George—d-2c-orp-mat; S-tps-hpt-orp-mat—Virgil Partch ..... FNS
Bigg's Business—d-1c2"/2c4"-mail-orp—Robert Zahn ..... TWN
Braintwister—ws-ps-orp—Amery Brown ..... OPS
Broadsides—d-1c2¼"1½c2¾"-orp—Charles Barsotti ..... LAT
Brother Juniper—d-2c-orp-mat—Fred McCarthy ..... FNS
Car Crazy—w-var-orp-ill—Bilko ..... SBP
Carmichael—6tw-1c5"-orp—Dave Eastman ..... LAT
Celebrity World—w-2c3¾"-orp-mat—Bill Murray ..... MFS
Channel Chuckles—dexS-1c4"-orp—Bill Keane ..... RTS
Charmers—d-1c/2c; S-tps-hpt-gph; orp-mat—Hallmark ..... FNS
Children's Puzzles—w-s-ps-orp-ill—W. Trag ..... SBP
Ching Chow—d-1c-orp—Henri Arnold ..... CTN
Church Chuckles—w-2c3½"-orp—Charles Cartwright ..... SM
Citizen Smith—dexS-2c3"-orp—Dave Gerard ..... RTS
Classy Ads—dexS-1¾x2"-orp—James Estes ..... CRO
Color The Drawing—dwS-ps-orp-ill—W. Trag ..... OPS
Country Parson—dexS-1c4"-orp—Frank Clark ..... RTS
Cowpokes—S-2c/3c-mat-orp—Ace Reid ..... COW
Crazy Capers—dexsat-1c3"-orp-mail—Various ..... MIL
Crazy Capers—dexS-1c3"-igp—Various Artists ..... CF
Dennis the Menace—d-2c-mat-orp; S-pt-hps-tps-qph-mat-orp—Hank Ketcham ..... FNS
Digest of Books—m-pt-orp/book form—Various authors ..... SBP
Dinah Mite—w-1c1⅞x3"-mat-orp—Joe E. Buresch ..... JEB
Don Q—d-4c-hps-qps-orp—David Gantz ..... NYT
Don Wright Cartoons—4tw-2c4"-orp—Don Wright ..... NYT
Dot To Dot—ws-ps-orp-ill—Earl Engelman ..... SBP
Drawing Is Fun—w-S-ps-orp-ill—W. Trag ..... SBP
Driver Ed & Edna—d/w-1c2", 2c4"-mail-orp—The Dintimans & Ross Bunch ..... TWN
Dunagin's People—d-2c-orp-mat; S-tps-hpt-qph-orp-mat—Ralph Dunagin ..... FNS
Elmer Stoon—w-2c4"-orp—Don Knudson ..... SIE
Emmy Lou—dS-2c-hps-tps-pt-hpt-qps-orp—Marty Links ..... UFS
Family Circus Weekend—S-4c5"-orp—Bil Keane ..... RTS
Famous Caricatures—w-ps-orp-ill—T. Armstrong ..... OPS
Farris Wheel—w-var-panels-orp-ill—J. Farris ..... SBP
Fenwick—dexS-orp-Malcolm Hancock ..... CHR
Figleaves—w-3c5½-orp—Greg Curfman ..... SAN
Fletcher, The 4-H'r—w-1c1⅞x3"-mat-orp—Joe E. Buresch ..... JEB
Flip Art—w-3c2"—Al Goring ..... GOR
Foreign Strips—d/w-var-orp-ill—Various artists ..... SBP
Fortune Kookies—d-1c-orp—Charles Glass ..... CTN
Fun and Fact—d/w-1c2"/2c4"-mail-orp—David B. Wood ..... TWN
Fun Features—m-2c2", 1c2"-orp—Rick Wilson ..... WLS
Fun & Games—ws-ps-orp—W. Trag ..... SBP
Funland—S-hps-tps-pt-hpt-qps—Art Nugent ..... UFS
Funny Business—dexS-2c4¾"-orp—Roger Bollen ..... NEA
Garth—d-4c-orp—Frank Bellemy ..... ITP
Ginger—dexS-2c3⅛"-orp-mat—Orla Getterman ..... UFS
Good Old Days—w-3c/4c-tps-hpt-orp—Erwin L. Hess ..... UFS
Graffiti—d-1c3¼"-orp-mat ..... MCN
Grin & Bear It—d-2c-mat-orp; S-sph-qph-hps-tps-hpt-pt-orp-mat—George Lichty/Fred Wagner ..... FNS
Gumdrop—d-2c/2"-orp—George Crenshaw ..... UFS
Hazel—d-2c-mat-orp—Ted Key ..... KFS
Health Capsules—d-1c-orp—M. Petti, M.D. & Jud Hurd ..... UFS
Heathcliff—dS-2c4¼"-hps-tps-pt-orp-mats—George Gately ..... MCN
Herman—dexS-2c4"-mat-orp—James Unger ..... UNP
Honeydew—dexS-1c2⅓"-orp-mat—Henry Gaines Goodman, Jr. ..... GOJ
Hot Shot Sam—w-var-xerox—Samuel P. Levine ..... LEV
How To Be a Supermother—w-3c5"-orp-mail—Dick Harris ..... HAA
***Hubert**—dS-d-2c-4c; S-tps-hpt-mat-orp—Dick Wingert ..... KFS
Idea Chaser—dexS-1c2½"-orp—Jerry Langell ..... AF
If I Had My Way—w-1c2", 2c4"-man-orp—Kern Pederson ..... TWN
Illustrated According to Guiness—dexS-2c3"-orp-mat ..... UNP
Its A Cockeyed World—w-2c5"-mat—Joe Kaliff ..... AMF
Jasper (The Bear)—w-2-orp-mail—Jim Simpkins ..... MIL
Jest For You—w-1c5"-orp—Robert Orben ..... COC
Johnny Wonder—d-4c3"/2c6⅛". S-hps-tps-pt-orp-mat—Dick Rogers ..... EF
Just For You—w/S-ps-orp-ill—Earl Engleman ..... SBP
Just Imagine—w-1c2"-2c4"-mail-orp—Kern Pederson ..... TWN
Karikaturettes—w-2c5"-mat—Staff ..... AMF
Keeping-Up—dexS-2c5"-orp-mat—Bill Hamilton ..... UNP
Kid Carson Says—w-1c3½"-orp—Buddy Blair ..... BSF
Kids Korner—w-3¼x5¼"-orp—Jesse Jacobs ..... MCN
Kisses—dS-hps-hpt-tps-qps-orp—Vivian Greene ..... KIS
Krass & Bemie—w-ps-orp-ill—G. Trosley ..... OPS
***Laff-A-Day**—d-1c-2c-mat-orp ..... KFS
Larry's World From Punch—w/d/S-var-orp-ill—Larry ..... SBP
***Laugh Time**—d-2c-mat-orp—Bob Schroeter ..... KFS
Laughable Laws—w-1c2"/2c4"-mail-orp—Lee Gall ..... TWN
Laughs From Europe—dexS-2c4¼"-orp—Various Artists ..... RTS
Life's Like That—d-2c-orp—Fred Neher ..... UFS
Lonely Heart—w-1c2"—ocr—Herc Ficklen ..... AVA
Love Is—6tw-1c3"-orp—Kim Grove ..... LAT
Marmaduke—dS-2c-hps-tps-pt-hpt-qps-orp—Brad Anderson ..... UFS
Mazes—wS-ps-orp—Various Cartoonists ..... SBP
MD—w-1c2"-orp-James Whatley ..... ITP
Men & Women—d-1c/2c-orp-mat—Mel Calman ..... FNS
Mini Page—dexS-5c14"-orp-mat—Betty Debnam ..... UNP
Mr. Crabtree—d-3c5"-orp ..... ITP
Mr. Tweedy—6tw-2c4½"-orp—Ned Riddle ..... LAT
Modulations—2tw-2c-orp—Jim Shattuck ..... CTN
Monthly Review of Loony Larcenies—w-600-mail-orp—Meader G. Pattington ..... TWN
Mrs. Murphy—d/w-1c2"/2c4"-mail-orp—Martin Duffy ..... TWN
My Grandma—btw-1c-mat-orp—Donna Scott ..... KFS
Nature's World—dexS-2c2 11/16"-orp-mail—Randy Muir ..... CWF
Off Record Daily—d-2c4½"-orp—Ed Reed ..... RTS
Off The Wall—w-1c2½"-orp-mail—Staff ..... SUB
Olderman Cartoons—occ-var-orp—Murray Olderman ..... NEA
Omie The Shiek—w-1c2"/2c4"-mail-orp—Peter John Fugere ..... TWN
One For The Road—w-1c2"/2c4"-mail-orp—Kern Pederson ..... TWN
Our Ancestors—w-2c4½"-orp-mail—Quincy ..... SUB
Our Boarding House—d-2c3¾"-orp; S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick ..... NEA
Our Paper Boy—w-1c2"/2c4"-mail-orp—Kern Pederson ..... TWN
Our Parish—w-orp—Margaret Ahern ..... NCF
Out of Orbit—w-1c3"-ocr—Herc Ficklen ..... AVA
Outdoor Mini-Tips—w-1c1⅞x3"-mat-orp—Joe E. Buresch ..... JEB
Pat Buttram Column—w-var-ocr-orp—Pat Buttram ..... ICP
Pat Buttram Sez—w-lps-mail—Pat Buttram ..... CAP
Pee Wee—d-2c5"-mat-orp—Jerry Iger ..... PF
Penny Thoughts—dexS-1c2½"-orp—Michael Fortuna & Jackie Spears ..... AF
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... SBP
Pick of Punch—6tw-2c4"-orp—various ..... LAT
Pistachios—d-ps-orp-ill—Sematones ..... SBP
Pixies—d-1c-orp—Jack Wohl ..... UFS
Pocket Cartoons—d-var.-orp—London Daily Mirror ..... ITP
***Ponytail**—dS/d-2c; S-tps-hpt-mat-orp—Lee Holley ..... KFS
Pot Shots—d-2c-orp—Ashleigh Brilliant ..... CTN
Pssst—w-var/panels-orp-ill—J. Maddox ..... SBP
Punch Line—w-1c3"-ill-orp-mat—Staff ..... CSP
Quarterly Cartoon Humor Service—qt-36 cartoons (1c/2c) various depths-orp-mat—Various Artists ..... GF
***Queenie**—d-1c-2c-mat-orp—Phil Interlandi ..... KFS
Riff Raff—w-1c2"/2c4"-mail-orp—Ed Wilkins ..... TWN
***Ripley's Believe It Or Not!**—d-2c; S-tps-hpt-qph-mat-orp ..... KFS
Scram-Lets—dS-2c¾"-orp-mats—Clay Pollan ..... MCN
Selling Short—dexS-2c3"-mat-orp—Ken Ross & Don Raden ..... UNP
7 Errors—ws-ps-orp—F. Hays ..... SBP
Shanghai Lil—dexS-4c5"-orp-mat—Sarge O'Neill ..... SOU
Shredded Wit—dexS-1c3"-mail—Nonnie Coan ..... COA
Short Short Stories—d-1c2¾"-orp-mat—Art Gates ..... GF
Show Biz—w-2c5"-orp—Flash Fairfield ..... EF
Side Glances—dexS-2c5"-orp—Gill Fox ..... NEA
Sign-O-Rama—5tw-2c4"-1c3¼"-mat-orp-M. W. Martin ..... MAR
Sister Anne—d/w-1c2"/2c4"-mail-orp—Peter John Fugere ..... TWN
Small Fry Diary—dexS-1c3"-mail—Nonnee Coan ..... COA
Smart Chart—6tw-1c3"-orp—Herb Stansbury Jr. ..... LAT
Soft Focus—d-1c-orp—Alf ..... KFS
Speck—w-orp—Margaret Ahern ..... NCF
Sportin' Life—The Week That Was—w-2c4"-mail-orp—Denis Harrington ..... TWN
Sportsville—d-w-1c2"/2c4"-mail-orp/Thomas E. Moran ..... TWN
Star Gazer—dS-2c4½"-orp-mat—Clay Pollan ..... MCN
Still Life—d-1c-2c-orp—Jerry Robinson ..... CTN
Strictly Business—d-1c-2c-orp-mat—Dale McFeatters ..... FNS
Suburbia—w-1c3¼"-orp-mail—Don Raden ..... SUB
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... SBP
Super and Pals—d-2c4"-mail-orp—Blackburn & Thomas ..... TWN
Super Shrink—d-2c4"-mail-orp—Dr. Edward Stark ..... TWN
Tee Vee Laffs—6tw-1c-orp—Cliff Rogerson ..... UFS
The Better Half Daily—d-2c3"-orp—Ruth Barnes ..... RTS
The Bosleys—S-4c-hpt-tps-orp—John Stees ..... UFS
The Byrds—dexS-1c3"-orp—Vance Rodewalt ..... TSS
The Eyes Have It—w-2c2"—Al Goning ..... GOR
The Girls—d-1c/2c-orp-mat—Franklin Folger ..... FNS
The Kids—w-1c1⅞"x3"-mat-orp—Joe E. Buresch ..... JEB
***The Little Woman**—dS-1c/2c; -S-tps-hpt-mat-orp—Don Tobin ..... KFS
***The Lockhorns**—dS-d-2c; S-tps-hpt-mat-orp—William P. Hoest ..... KFS
The Pet Set—d-2c4⅝"/1c3"-orp—Doug & Jean ..... BOR
The Treadwells—d-2c-orp—Bob Bugg ..... CTN
There Oughta Be A Law—dS-3c-orp—Warren Whipple and Frank Borth ..... UFS
***They'll Do It Every Time**—dS-d-2c; S-hps-tps-pt-mat-orp—Bob Dunn & Al Scaduto ..... KFS
This Funny World—dexS-2c3⅞"-orp-mat—Various Cartoonists ..... MCN
This Is Sport—w-2c4½"/1c3"-orp—Court Alderson ..... SM
Those Browns—dexS-2c3¾"-orp-mat—Bill Murray ..... MFS
Time Out—d-1c/2c-orp-mat—Jeff Keate ..... FNS
Today Is The Day—d-3c5"-orp ..... ITP
Today's World—d-1c/2c-mat-orp—David Brown ..... KFS
Toppix—d-2c-orp—Edwin Fisher ..... CTN
Trim's Arena—dexS-2c3"-mat-orp—Wayne Stayskal ..... UNP
***Trudy**—dS-d-2c; S-tps-hpt-mat-orp—Jerry Marcus ..... KFS
Truth—w-S-ps-orp-ill—Paul Swan ..... SBP
Turkey—dexS-2c4½"-orp-mat—Jack E. Schneider/Ray Mathews ..... MAN
Turnstile Testers—w-2c4"-mail-orp—Denis Harrington ..... TWN
TV Hee-Hees—d-1c2"-orp—Henry Scarpelli ..... LAT
200 Years Ago—d-1c-orp-mat—Group X ..... FNS
TV Starscreen Puzzle—w-2c-orp-ill—Al Kilgore/Martin Linehan ..... UFS
Webster Classics—w-2c3½"-orp—H. T. Webster ..... SM
Woody's World—d-2c-orp—Bill Potter ..... UFS
World-A-Day—d-1c-orp-mat—Micky Bach ..... FNS
***Wordplay**—d-1c-orp-mat ..... KFS
Yankee Doodle Daily—w-d-4c4"-mail-orp—Charles F. Wills and Rosemary White ..... TWN
You Can Read Puzzles—ws-ps-orp-ill—Walt Trag ..... SBP
You Know You Really Love Them When—5tw-1c3"-orp—Miv Schaal ..... SCH
Your Daily Paper—Read It—Use It—w-1c2"-2c4"-mail-orp—Kern Pederson ..... TWN
***Your Getting Closer**—6tw-1c-mat-orp—Patte Wheat and Dale Hale ..... KFS
Zanies—w-panels-orp-ill—J. Maddox ..... SBP
Ziggy—dS-2c4"-hps-tps-qps-hpt-mat-orp—Tom Wilson ..... UNP
Zingers!—d-1c2¼"-orp—John Broudhecker ..... AF

SATURDAY: "Tonight was a wonderful evening. The moon was out and so were her parents." ***25 YEARS RUNNING***
NONNEE COAN ..... SPECIAL RATES
2828 Bammel Ln., Houston, Tx. 77098

ADVERTISING BASICS
by Hal Betancourt
Informative, do-it-yourself column for your business readers; once-a-week, 650/750 words, manuscript.
$7.50 per column, flat (regardless of circulation).
Send for samples and one-month free trial.
ADVERTISING BASICS, (714) 565-2635
7324 Convoy Court, San Diego, CA 92111

9—CHESS-CHECKERS-BACKGAMMON

Backgammon—w-300-orp-ill—Omar Sharif ..... CTN
Canadian Chess—w-500-ill-mim—Lawrence Day ..... TSS
Chess—w-var-orp-ill—LeRoy Dubeck/Joseph Livingston ..... SPS
Chess—dS-d-1c4¾"; S-1c3"-orp-mail—
Sidney A. Silberman ..... CWF
Chess Master—w-300-ocr-igp—George Koltanowski ..... GG
Chess Points—1tw-450-ocr-orp-mail—Ross Williams ..... CNS
Chess Quiz—d-1c2½"-orp-xerox—Shelby Lyman ..... BCF
Christian Science Monitor News Service—5tw-var-igp-
orp-ocr— ..... RTS
Evans On Chess—w4c5"-orp—Larry Evans ..... CHE
Sheinwold on Backgammon—w-500-orp—
Alfred Sheinwold ..... LAT
Shelby Lyman on Chess—w-450/500-orp-xerox—
Shelby Lyman ..... BCF

10—CHILDREN

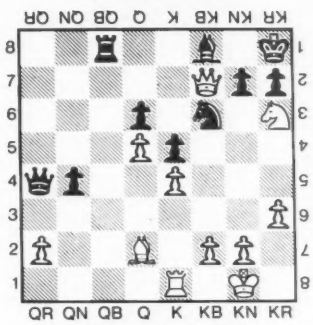
A Child Learns to Swim—sea-2c6"-orp—Staff ..... TSS
Animal Puzzles—wS-ps-orp-ill—W. Trag ..... SBP
Animalogic—6tw-1c4"-orp—Ed Nofziger ..... LAT
Arnie—w-ps-orp-ill—Arnie Stockholm ..... SBP
Around The House—w-var-mim—Jan Paul ..... PAU
Ask Andy—6tw-400-mim-ocr-wire ..... LAT
Ask Aunt Madge—d-240/300-man—
Mary Madge Saksena ..... ASK
Between Us—w-Lc-ocr-wire—Dr. Alice Ginott ..... KFS
Braintwister—wS-ps-orp—Amery Brown ..... OPS
Cappy Dick—S-hps-hpt-tps-gph-mat-orp—
Bob Cleveland ..... FNS
Celebrities Laugh—w-qpt-orp-ill-misc, cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill-misc. authors ..... OPS
Children—w-igp—Ida Fried ..... EPS
Children's Puzzles—wS-ps-orp-ill—W. Trag ..... SBP
Child's Play—w-600-mail-orp—Sarah Lee Massey ..... TWN
Christmas Strip—sea-4c2¼"-orp-mat-ill—Barbara Craig &
Don Baur ..... NEA
Color The Drawing—dwS-ps-orp-ill—W. Trag ..... OPS
Craft For Kids—w-600-mail-orp—Yvette Cummings ..... TWN
Dot To Dot—wS-ps-orp-ill—Earl Engleman ..... SBP
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... SBP
Fun & Games—w/S-ps-orp—W. Trag ..... SBP
Funland—S-hps-tps-pt-hpt-qps—Art Nugent ..... UFS
Games & Puzzles—w-qpt-orp-ill—misc. authors ..... OPS
Growing Up Around The World—w-600-mail-orp—
Thomas Majerski ..... TWN
Hooray For Kids—w-hps-mail-orp—Shirlee Newman and
Jean Corcoran ..... TWN
How Do They . . .—tw-150-ocr-igp—The Detroit News ..... UNP
Johnny Wonder—d-4c3"/2c6⅛"-orp; S-hps-tps-pt-orp-mat—
Dick Rogers ..... EF
Junior Editors—dexS-200-mat-orp—Staff ..... APN
Junior Jumble—S-3c-mat-orp-ill—Bob Lee
and Henry Arnold ..... CTN
***Junior Whirl**—S-tps-hpt-color-ill-mat-orp—
Hal Kaufman ..... KFS
Just For Kids—w-400/600-man—Ben L. Moon ..... MNC
Just For You—w/S-ps-orp-ill—Earl Engleman ..... SBP
Kids' Corner—w-4c11"-orp—Claire Nagel ..... KID
Kids Korner—wknd-3¼"x5¼"-orp—Jesse Jacobs ..... MCN
Kids Only Club—btw-250-mim-ocr-wire—Shari Lewis ..... LAT
Know How—S-ht-tps-qph-mat-orp—Usborne ..... FNS
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Letters From Dad—d/w-500/1000-man—
Martin J. Ross ..... LAW
Little People's Puzzle—dS-(d-2c4½") (S-2c5½")-orp—
Leo White ..... UFS
Mazes—wS-ps-orp—Various Cartoonists ..... SBP
Mini Page—dexS-5c14"-orp-mat—Betty Debnam ..... UNP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—
Staff ..... NEA
Our Children—1tw-500-ocr-orp-mail—
Dr. William Abraham ..... CNS
Parents Book About Divorce—ind-8400-xerox—
Richard A.Gardner, M.D. ..... DDS
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... SBP
Pop Scene Service—w-var-mim-ocr-orp-Lc-wire-tt-igp-mail
tape-tel—Barbara Lewis ..... UFS
Puzzles And Games—v-orp-varies ..... ITP
7 Errors—wS-ps-orp—F. Hayes ..... SBP
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... SBP
Teen Forum—4tw-600-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Jean Adams ..... UFS
Tell Me Why—d-750-mim—Arkady Leokum ..... WSS
The Leisure Craftsman—3tw-2c/3c-ill-orp-wire—
Phyllis Fiarotta ..... KFS
The Stamp Scene—w-650-man-igp-xerox-mail—
Mark Allen Kellner ..... KEL
The Tiny Times—w-4pt-orp—Brint T. Schorer Jr. ..... TIN
Things To Do—w-4c4"-mail-orp—Carole Rollins ..... TWN
Toby & Tulip—dS-var-orp—Charlie Folds &
Wayne Chandler ..... TTI
Truth—w/S-ps-orp-ill—Paul Swan ..... SBP
TV Tangle—w/2c-orp—Gene Herndon ..... UFS
Uncle Ray's Column—dexSat-400-ilm-ocr-wire—Ramon Coffman FNS
Woman At Home—ind-8400-Xerox—Arlene Rossen Cardozo ..... DDS
Wordy Gurdy—6tw-2c4½"-orp—Tricky Ricky ..... UFS
You Can Read Puzzles—wS-ps-orp-ill—Walt Trag ..... SBP
Young Hobby Club—d-1c/300-wire-ocr—Bob Cleveland ..... FNS
***You're Getting Closer**—6tw-lc-mat-orp—
Patte Wheat and Dale Hale ..... KFS

11—COLUMNS

A Changing World—1tw-650/800-ocr-orp-mail—John Pinkerman CNS
A Changing World—w-500-mim—John Pinkerman ..... NWS
A Good Book To Read—d/w-500/1000-man—Martin J. Ross ... LAW
A Good Idea—4tm-700-Xerox-mail—Mike LeFan ..... LEF
A Hand Around The House—w-500-mim-ocr-ill-wire—A. J. Hand LAT
A Liberal View—3tw-450-mim-ocr—George Mair ..... LAT
***A New You**—3tw-ill-mat-orp-lc-ocr-wire—Emily Wilkens ..... KFS
A Problem Today—w-150-orp—Ida Nettleton ..... SBP
A Time To Live—w-600-ocr—W. Robert Walton ..... UNP
A Woman's View of Foreign Affairs—w-800-mail-igp—
Trudy Mulcahy Howard ..... HOW
A Word Edgewise—2tw-Lc-ocr-wire—John P. Roche ..... KFS
About Books—w-800-orp-tape-ocr-ill-mail-wire—
American Library Assn ..... NEA
About People—6tw-600-tt—Staff ..... UPI
About Real Estate—w-800-ocr—Don Campbell ..... RTS
Abroad at Home—2tw-750-wire—Anthony Lewis ..... NYT-NS
According to Guinness—d-50-ocr ..... UNP
Accuracy in Media—w-600-mim—Reed Irvine ..... AIM
Adam's Rib—w-500-mail-orp—Eve Adams ..... TWN
Affairs Of Nations—w-800-xerox-mail—Henry Hughn ..... HUG
Against the Tide—w-600/750-wire—Michael Novak ..... NCF
Airhawk—w-d-spv-orp-ill—B. Foley ..... SBP
Alan Grey Says—w-60-mail-orp—Alan E. Grey ..... TWN
All About Phil Miracle's World—w-500-mail-orp—Phillip Miracle TWN
All About Wine—2tw-500-Lc-wire—Ruth Ellen Church ..... CTN
All You Want To Know About Gems—Without Asking!—
w-var-man-orp-mail—Joe Holberg ..... RBN
Allen W. Mathies, Jr., M.D. Column—w-var-ocr-orp—
Allen W. Mathies, Jr., M.D. ..... ICP
Along The Camping Trail—fn-600-orp-mim—by The Bascomes . BA
Along The Food Trail—fn-600-orp-mim—by The Bascomes ..... BA
Along The Wine Trail—fn-600-orp-mim—by The Bascomes ..... BA
Amory's People—tw-550-mim-ocr-wire—Cleveland Amory ..... LAT
An Americanist Viewpoint—w-500-orp—Grace Hamilton ..... AMW
An Editor's Outlook—w-800-mim-ocr—Jenkin Lloyd Jones ..... LAT
Andrew Greeley's View—w-600-mim—Andrew Greeley ..... UNP
Another Look—2tw-550-ocr—Robert Yoakum ..... YKM
Antique Wise—w-600-mim-igp-mail—Dorothy Hammond ..... CF
Antiques Appraisal Clinic—w-3½x8"-ocr-orp—Charles Carroll .. CRO
Antiques In America—m-2c10"-orp-igp—Joseph T. Ott ..... PJC
Any Man Can—w-600-mail-orp—Wayne Roberts ..... TWN
Apartment Decorating—w-450-orp-mail—Jennifer Tahtinen ..... SUB
Around the Garden—w-600-xerox—John Lee Faust ..... NYT
Around The House—w-var-mim-mail—Jan Paul ..... PAU
Art Buchwald Column—tw-700-ocr-mim-wire—Art Buchwald ..... LAT
Art For Love & Money—w-var-orp-mail—Shannon Kelley Clark . RBN
Asia Memo—1tw-550/700-ocr-orp-mail—Edward Neilan ..... CNS
Asian Report—ind-500/1200-mim—Mark Gayn ..... TSS
Ask Almyra—w-350-mail-orp—Jocelyn Loebl ..... TWN
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-mail-wire-
tts-tel-tape—Martin Alwyn ..... NANA
Ask Andy—6tw-400-mim-ocr-wire ..... LAT
Ask Aunt Madge—d-240/300-man—Mary Madge Saksena ..... ASK
Ask Beth—tw-500-mim-ocr-wire—Elizabeth Winship ..... LAT
Ask Dick Kleiner—2tw-var-orp-tape-ocr-mail-wire—Dick Kleiner . NEA
***Ask Dr. Brothers**—7tw-Lc-orp-ocr-wire—Dr. Joyce Brothers ..... KFS
Ask Dr. Landau—tw-400-mim-ocr—Miriam Landau ..... LAT
Ask Jennifer—tw-500-mim-ocr-wire-ill—Jennifer Anderson ..... LAT
Ask Your Vet—3tw-700-ocr-wire—Dr. Michael Fox ..... CTN
Assignment: America—3tw-Lc-ocr-wire—Phyllis Battelle ..... KFS
Assignment: Television—w-400-ocr—Terrence O'Flaherty ..... CHR
Astro*Graph—d-lc12"/3c4"-orp-tape-mail-wire-ill—
Bernice Bede Osol ..... NEA
Astrological Forecast—d-600-orp-mim-wire—Sydney Omarr ..... LAT
Astrology-Today—w-500-mim—J. Naylor ..... SBP
Astrology Today—w/d-500-orp—Sybil Leek ..... SBP
At Large—Sw-750-wire-xerox—Ellen Goodman ..... WPW
At Your Leisure—1tw-500/700-igp-ocr-orp-mail—
Craig MacDonald ..... CNS
Audiolab—w-300-xerox-mail—Gerard Resjkind ..... CWF
Axioms, Aphorisms, and Epigrams—w-filler-mail-orp—
Lloyd Wheeler ..... TWN
Beauty Hints—w-600-mim—April Anastasi ..... ASC
Beauty Tips from Hollywood—w-500-orp—
Various show business personalities ..... SBP
Before You Buy—w-750-mim-ocr-orp-Lc-mail-tape-
wire-tts-tel—Margaret Dana ..... UFS
Behavior In The News—w-600man-xerox—S. V. Didato, Ph.D. .. DID
Behavior—w-800-mim-ocr-orp-wire-mail—William Cromie ..... ESN
Behind The Seams—w-450-orp-mail—Peggy Bendel ..... SUB
Bernstein on Words—tw-250-mim-ocr—Theodore M. Bernstein . NYT
Best Cartoons From Europe—d/w-var-orp—Various cartoonists SBP
Between Us—w-Lc-ocr-wire—Dr. Alice Ginott ..... KFS
Black Bi-Weekly News From Encore—fn-800/1000-orp-mail—
Encore Staff Writers ..... PRI
Blue Kazoo—w-500-wire/ocr—Clark Turner ..... FNS
Bob Greene—tw-750-wire/ocr—Bob Greene ..... FNS
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Book Marks—w-1000-man-orp-ocr—Mid Paulus ..... MCF
Book Reporter—w-350/450-mim-mail—Staff ..... JPS
Bottom Ten—sea-300-ocr—Steve Harvey ..... UNP
Brain Teazers—w-qpt-orp—Ali Hachel ..... OPS
Braintwister—wS-ps-orp—Amery Brown ..... OPS
Broadway Backstage—w-800-mim—Ken Van Laer ..... BIS
Broadway Ballyhoo—w-2c9"/500-hpt-igp-mail—Radie Harris .. HRS
Broadway Boxscore—S-500-tt—Staff ..... UPI
Broadway Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-igp-
mail-tape-tel—Rebeca Morehouse ..... WNS
Broadway Karikatures—w-2c6"-600-ill—Joe Kaliff ..... AMF
Business Briefs—d/w-500/1000-man—Martin J. Ross ..... LAW
Butter & Egg Man—w-250-mail—Philip Steitz ..... ART
By No Means Neutral—w-600-mim-ocr-wire—
Ernest B. Furgurson ..... LAT
Calling Coll—en-w-2c4½"-orp-mat—Colleen Dudgeon ..... CSP
Calorie Countdown—wknd-300-orp—Susan Duff Mastro ..... MCN
Camping Family Style—w-500-orp-mail—Angela/Ford Bothwell . SUB
Camping All Year Round—wknd-300-orp—Bob Nesoff ..... MCN
Capital Fare—dexfri-sat-S-600-mim—Andrew Tully ..... MCN
Capitol Comedy—5w-350-xerox—Jack Posner ..... POS
Car Crazy—w-var-orp-ill—Bilko ..... SBP
Careers—3tw-450-mim-ocr—Joyce Lain Kennedy ..... SFI
Caring For Your Car—w-750-ocr-mim-wire-ill—Ray Hill ..... LAT
Carolyn's Collections—w-250-orp—Carolyn Anderson ..... AMW
Carroll Righter Horoscope—d-700-orp—Carroll Righter ..... MCN
Cartoons—w-var-orp—Dean McElhattan ..... AMW
Cassini Carousel—w-600-mim-mail—Igor Cassini &Diane Judge . CF
CB Break—sw-600-ocr-ill—Mike Wendland ..... UNP
CB Column—w-550-orp-tape-ocr-mail-wire-ill—Fred Gregg, Jr. .. NEA
CB In Action—w-Lc-ocr-wire—Dick Cowan ..... KFS
CB Sender—1tw-var-ocr-mail—Michael McCormack ..... CNS
Cecil Smith Television Column—w-500-mim-ocr-wire—
Cecil Smith ..... LAT
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors ..... OPS
Celebrity Cookbook—w-800/1200-mim-ocr-ill-wire—Johna Blinn LAT
Celebrity Interviews—occ-600-mim-ocr-igp-orp-Lc-mail-
wire-tts-tel-tape—Cindy Adams ..... WNS
Celebrity Parade—w-450-orp-mail—Cathy Post Field ..... SUB
Centerpiece—S-2500-mim-ocr—Various Authors ..... NYT
Chasing A Career—w-600-ocr—Kirby W. Stanat ..... SMP
Chess Master—w-300-ocr-igp—George Koltanowski ..... GG

Shelby Lyman on Chess

CHESS QUIZ



WHITE MATES IN 2
(Solution below)

1. Q-N8 ch! NxQ. 2. N-B7 mate.

SHELBY LYMAN . . .

- Who brought chess to millions on Public TV
- Kudos: "The Watergate hearings are the most dramatic thing on TV since Shelby Lyman sought to instruct in chess!"

Cyclops (John Leonard) in NEWSWEEK

SHELBY LYMAN ON CHESS
America's fastest growing weekly chess feature! Appeals to the broadest possible audience, of all ages.

Also Available:

CHESS QUIZ—A chess mini-feature for use 1 to 7 times weekly

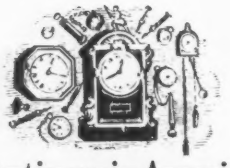
Basic Chess Features
BOX 630, FREEPORT, N. Y. 11520 • TEL. 212-586-3700
World Wide Distribution by United Press International

CLASSIFICATIONS OF FEATURES

Christian Science Monitor News Service—5tw-var-ing-orp-ocr . RTS
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Cindy Says—w-600-orp-ill—Cindy Adams ..... UFS
Citizens on Radio—w-3½"x8"-ocr-orp—E. Z. Strange ..... CRO
Clotheslines—w/5tw-750/150-mim-ocr-ill-wire—Marylou Luther .. LAT
Coast to Coast—1tw-500-ocr-mail—Dick Maurice ..... CNS
Coin Roundup—w-500-ill-mim-ocr—Edward C. Rochette ..... LAT
Column—James Reston—3tw-750-wire—James Reston ..... NYT-NS
Commands For Your Success—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
Common Cents—w-800-ocr—Kate MacQueen ..... CHR
Congressional Quarterly Service—w/tw/500/1000-orp-ill-mail—Peter Harkness, M.E. ..... CQ
Consumer Contact—sw-500-ocr-xerox—Arthur E. Rowse ..... CNI
Consumers Beware—w-600-mim—Lynne Gordon ..... SUN
Consumers' Dilemma, U.S.A.—w-400-xerox—Samuel P. Levine . LEV
Consumer's Question Box—w-750-mim-ocr-Lc-tape-mail-wire-tts-tel—Margaret Dana ..... UFS
Contemporary Living—tw-500-mim-ocr-wire—Letitia Baldridge . LAT
Continental Diary—w-700-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Noel Anthony ..... NANA
Conversation Pieces—tw-spv-orp-mail—Wm. A. Leavell ..... ERS
Coping Better—w-400-xerox-mail—James Leiker ..... LKR
Country Music—w-800-ocr-wire—Jack Hurst ..... CTN
Country Music Scene—w-400/500-man-xerox-mail—David Graham ..... GRA
Creative Crafts—S-500-man-igp-mail—Dona Z. Meilach ..... MEI
Creative Home Crafts—w-500-igp—Timothy Ahern ..... ART
Crime Flashbacks—w-500-orp—J. Haines ..... SBP
Criswell Predicts—wknd-500-orp—Criswell ..... MCN
Critic-At-Large—w-800-ocr-orp-tape-mail-wire-ill—Norman Nadel ..... NEA
Crosswords Galore—w-qpt-orp—Alan Foley ..... SBP
Custom Caricatures—d-var-orp—John Prinkey ..... FSF
Daily Investor—5tw-600-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Don G. Campbell ..... UFS
Daily Short Story—d-ps-orp-ill—Misc. Authors ..... OPS
Dan Carlinsky Column (Various titles)—ocr-var-xerox—Dan Carlinsky ..... CAR
Dateline: Detroit—w-500-mim—Don O'Reilly ..... AU
Dateline Europe—3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Karol C. Thaler ..... NANA
Dateline: Jerusalem—ocr-var-mim-oct-orp-Lc-wire-tt-mail-tape-tel—Sigismund Goren ..... NANA
Dateline: Moscow—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Albert Axelbank ..... NANA
Dateline: New York—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Alan Tigay ..... NANA
Dateline: Paris—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Leo Ryan ..... NANA
Dateline: U.N.—w-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Louis Halasz ..... NANA
David Broder Column—sw-750-wire-xerox—David S. Broder ... WPW
Daytime Dial—tw-750-wire/ocr—Lynda Hirsch ..... FNS

D.C. Current—w-600-xerox-ocr—Cyrene Dear ..... DPR
Dear Abby—6tw-700-orp-ocr-wire—Abigail Van Buren ..... CTN
Dear Consumer—1tw-500-ocr-orp-mail—Virginia Knauer ..... CNS
Dear Debbie—wknd-400-orp—Deborah White ..... MCN
Dear Mother Earth—6tw-250-mim-ocr-ill-wire—Joel & Lynn Rapp LAT
Dear Sally—w-150-orp—Sally Casey ..... OPS
Deco Plans—w-500-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Dempster's Diary—d-w-800-Lc-mail—Nigel Dempster ..... ITP
Denis Warner Column—w-500-ocr—Denis Warner ..... RTS
Dennis McCarthy Column—w-var-ocr-orp—Dennis McCarthy ... ICP
Designing Woman—tw-500-mim-ocr-ill-wire—Barbara Taylor Bradford ..... LAT
Dick Kleiner/Hollywood—3tw-600-orp-tape-ocr-ill-mail-wire—Dick Kleiner ..... NEA
Dick Miller New York, New York—w-700-orp—Dick Miller ... GAR
Dining Out—w-500-mim—Sandy Roberts ..... GSM
Dr. Jock—w-800-ocr-wire—Dr. David Bachman ..... CTN
Dr. Neil Solomon—6tw-500-mim-ocr-wire—Neil Solomon, M.D., Ph.D. ..... LAT
Dr. Rock—w-500-orp-mail—Greg K. Allen ..... PRI
Doing The Right Thing—6tw-600-ocr-wire—Elizabeth Post ..... CTN
Do-It-Yourself—w-var-ocr-igp—Steve Ellingson ..... UB
Don T. Hibner, Jr./Scarlett C. Hibner Column—w-var-ocr-orp—Don T. Hibner, Jr./Scarlett C. Hibner ..... ICP
Dottie Decorates—w-500-mim-ill—Harry & Dorothy Brown ..... LAT
Double Take—3tw-500-orp-wire—Gerald Nachman ..... CTN
Douglas Fischer—3tw-600-mim—Douglas Fischer ..... SUN
Dreams—5tw-500-mim-ill-ocr-wire—George Christian ..... LAT
Drugs Your Doctor Prescribes—w-400/800-mim-ocr-wire—John Brennan ..... LAT
Durslag Sports Column—5tw-Lc-ocr-wire—Melvin Durslag ..... KFS
Ear On Washington—3tw-600-ocr-wire—Washington Star ..... CTN
Economic Analysis—1tw-800-wire—Leonard Silk ..... NYT-NS
Economic Impact—sw-750-wire-xerox—Hobart Rowen ..... WPW
Editorial Research Reports—w-5tw/4tm-550/6000-orp-ill-mail—Hoyt Gimlin, Ed ..... CQ
Entertainment And The Arts—m-var-man-mim-mail—Stephen Ross ..... IMN
Entertainment Whirl—w-var-man—Buddy Basch ..... BAS
Essay—2tw-750-wire—William Safire ..... NYT-NS
Everybody's Business—tw-1500-ocr-orp-Lc-mat—John Douglas Paulus ..... MCF
Exploring the Universe—3tw-500-xerox—Astronomical Society of the Pacific ..... OAK
Eye On Cuba—1tw-400/700-ocr-mail—William Giandoni ..... CNS
Fact-O-Rama—w-600-mim—Various Authors ..... MAR
Family Circle—m-var-man—Various Authors ..... NYT
Family Finance—2tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Betty Yarmon ..... WNS
Family Talk—w-var-wire-mail—Dr. Jim & Mary Kenny ..... NCF
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... SBP
Famous Short Stories—w-250/2000-orp—Various authors ..... SBP
Fascinating Fabrics—w-600-mim—Frances Dietrich ..... MCN
Fashion/Beauty—2tw-600-ocr-orp-tape-mail-wire-ill—Ellie Grossman ..... NEA
***Fashion, Face and Figure**—w-var-igp-tape-mim-ocr-orp-Lc-wire-tts-tel—Florence de Santis ..... UFS
Fashion 'N Fabrics—wknd-400-orp—Fannie Gleeson ..... MCN
Feature Service—w-300/500-igp-man—George Cole ..... MED
Feature Story—w-500/1000-mim-orp-igp-mail—Bill Griffith: Reporter ..... GRF
Feminist Q. & A.—w-500-mim—Mary Ellen Corbett ..... COS
5 Minute Mysteries—w-500-orp—C. W. Walker ..... SBP
5000 Words Daily—State Level News—d-5000-mail—Capitol News Service ..... CAP
Flea Market Finds—w-3½"x8"-ocr-orp—Dan D'Impeno ..... CRO
Flora—w-500/600—Ruth Goring ..... GOR
Food—tw-700-wire—Craig Claiborne ..... NYT-NS
Food And Agriculture Affairs—w-1000-ocr—Lauren Soth ..... RTS
Food & Fitness—w-700-mim-ocr-wire—Dr. Lawrence Power ..... LAT
Food and Wine—m-var-man-mim-mail—Stephen Ross ..... IMN
Food for Americans—3tw-400-orp-ill-tape-ocr-mail-wire—Aileen Claire ..... NEA
Food For Thought—2tw-700-ocr-wire—Dr. Jean Mayer & Dr. Johanna Dwyer ..... CTN
For The Consumer—2tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Sidney Margolius ..... WNS
Foreign Affairs—3tw-750-wire—C. L. Sulzberger ..... NYT-NS
Foreign Editors Say—fn-500-xerox-mail ..... AWP
Foreign News Commentary—occ-var-tt—Staff ..... UPI
Fortune Teller—w-100-orp-ill—Margret Fulton ..... SBP
Frankly Female—w-500-xerox—Mary Bachmann ..... OAK
Frankly Speaking—w-ps-mail— ..... WIP
Free For The Asking—3tw-250-mim-mail—Harriet Hart ..... CWF

Freighter Travel—w-750-xerox—Norman Austin ..... HIS
From My Pen—w-var-wire-mail—Hilda Young ..... NCF
"From Where I Sit" (WWD)—3t-1,000-var-man—Samuel Feinberg FA
Gale Robbins Column—w-ocr-orp—Gale Robbins ..... ICP
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ..... OPS
Gardening Series—sea-var-ocr-orp-tape-mail-wire-ill—Allan A. Swenson ..... NEA
General Features & News Items—w/m-var-mim—Freelance Authors ..... WUP
Generation Rap—3tw-Lc-orp-ocr-wire—Helen & Sue Bottel ..... KFS
George F. Will Column—sw-750-wire-xerox—George F. Will ... WPW
Georgie Anne Geyer Column—tw-600-mim-ocr-wire—Georgia Ann Geyer ..... LAT
Get Your $ Worth—wknd-400-orp—Sally and Jim Adams ..... MCN
Gilmore Brothers Music Scene—3tw-600/700-2c-orp-mail—Douglas and Keith Gilmore ..... TEL
Glad You Asked That—tw-75-igp-ocr-wire—Marilyn & Hy Gardner FNS
Glasserified Directory—m-var-mim—Selma Glasser ..... GLA
God's Country—w-1c12"-orp—Henry Blackburn ..... BSF
Golden Years—w-700-mim-ocr—Tom Collins ..... LAT
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
Good Boating—w-350-mim-mail—John Lynker ..... JPS
Goren on Bridge—7tw-600-orp-wire—Charles Goren & Omar Sharif ..... CTN
Gossiping With Doris Lily—wknd-500-orp—Doris Lilly ..... MCN
Green N' Grassy—w-500-mim—Mike Beaudoin ..... BEA
Growing Older—w-500-orp-tape-ocr-mail-wire—Lou Cottin, Harold Blumenfeld ..... NEA
Growing Older With Sidney Ascher—w-600-min—Sidney Ascher ASC
Growth, Conflict and Hangups—2tw-500-ocr-wire—Saul Kapel, M.D. ..... CTN
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tape-tts-tel—Gus Tyler ..... UFS
Handicapsules—w-500-ocr—Terry Brickley ..... MAN
Happier Living—wm-300-mim—Phyllis Mitchell ..... MIT
Happy Gardener—wknd-300-orp ..... MCN
Harriet Van Home Column—tw-700-mim-ocr—Harriet Van Home LAT
Harris Survey—2tw-800-ocr-wire—Louis Harris ..... CTN
Have You Met . . .?—sw-2½"x3½"/1000-mim-orp—Y. L. Tiajchiff ..... NPS
Health Today—w-500-orp—Dr. O. A. Battista ..... SBP
Heartline—3tw-750-ocr—Charles Musick ..... RTS
Helen Bottel—6tw-Lc-ocr-orp-wire—Helen Bottel/Sue Bottel ..... KFS
Help Mate—w-1200-ocr-xerox—Ann Rosenthal ..... CNI
***Hemisphere Report**—1tw-550/750-ocr-mail—William Giandoni ..... CNS
Henry J. Taylor—3tw-700-mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Henry J. Taylor ..... UFS
Hi Fi/Stereo Review—m-var-man-mim-mail—Charles Yulish ... IMN
***Hints From Heloise**—d-Lc-mat-orp-ocr; S-tps-hpt-color-mat-orp-wire—Heloise ..... KFS
Hints For The Home—w-100-ill-Lc—Bob Mattis ..... CTN
Holiday Preparedness—ind-var-color—Staff ..... NEA
***Hollywood**—6tw-Lc-ocr-wire—Dorothy Manners ..... KFS
Hollywood Beat—5tw/w-300/500-mim-mail—Bill Lane ..... WOR
Hollywood Hot Line—5tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—James Bacon ..... UFS
Hollywood Hotline—d-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ..... NANA
Hollywood Inside—d6x-450-xerox—John Austin ..... HIS
Hollywood Interviews—w-ps-orp—Misc. Authors ..... OPS
Holmes Alexander Column—dexfri-sat-S-600-mim—Holmes Alexander ..... MCN
Home Game—wknd-300-orp—Virginia Truax ..... MCN
Home Improvement—S-500-ill-man-ocr—Data News—Bernard Gladstone ..... NYT
Home Of Your Own—w-250-mim-ocr-ill—Jean-Paul St. Michel LAT
Home Line—6tw-500-mim-ocr—Roberta Matthews ..... LAT
Home Repairs—w-750-orp-igp-color—C. Gordon ..... SBP
Home Town Flavor—w-var-xerox—Kerwin Hoover ..... HTF
Home Workshop File—w-30 picas-orp-ill—Larry Eisinger ..... CTN
Homegrown—w-600-mim-ocr-ill—Terri Gabriel ..... LAT
Horoscope—wknd-700-orp—Clay Pollan ..... MCN
House Call—7tw-800-ocr-wire—Dr. G. Timothy Johnson ..... CTN
Household Hints—m-var-man-mim-mail—Linda Ross ..... IMN
Household Repair Dictionary—w-750-orp-igp—Kurt Singer ... SBP
Household Scrapbook—w-100-orp—Mary Craig ..... OPS
How Can I—w-150-orp—Beth Lewis ..... OPS
How Creative Are You?—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How Do They . . .—tw-150-ocr-igp—The Detroit News ..... UNP
How To Be A Successful Manager—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Be A Winner—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Be Successful—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Build A Business—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF



Antiques in America

"Antiques in America" is written by Joseph K. Ott, a frequent contributor to "Antiques" Magazine. He has lectured at the Williamsburg Antiques Forum, The Metropolitan Museum of Art, the Richmond Antiquarian Society, The Denver Art Museum and Old Sturbridge. He is a recognized authority and collector of 18th Century Providence and Newport cabinet work and a collector of early regional paintings. Mr. Ott is a member of the Special Fine Arts Committee for the Diplomatic Reception Room, Department of State, Washington, D.C. He is a professional antiques appraiser. For samples and prices write The Providence Journal, Providence, R.I. 02902.

DICK MILLER
NEW YORK, NEW YORK

THE NEW ENTERTAINMENT COLUMN
Weekly In **THE SUNDAY SAN FRANCISCO CHRONICLE** And Other Papers
• PACKED WITH STAR ITEMS AND INTERVIEWS
• REPRO PROOFS PROVIDED WITH VELOXES
• FOR SAMPLES AND TERMS PHONE: (TOLL FREE) **800-223-6600** •
WITHIN N.Y. STATE **212-575-1000**
Syndicated by GARRETT ENTERPRISES • 1560 BROADWAY, NEW YORK, N.Y. 10036

How To Communicate Skillfully!—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Develop Success Habits—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Develop Your Potential—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Improve Your Letterwriting Skills—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Motivate Yourself—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Save T-i-m-e!—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Sell Successfuly By Mail—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Solve Your Problems—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
How To Think Creatively—w-500/var-mim-man-Lc-mail—Whitt N. Schultz ..... KNF
Human Behavior Reports—3tw-350-ocr—Staff ..... MAN
Humour On Every Day Life (titled to subject)—w-450-man-mail—Shirley Whittington ..... MIL
I Beg To Differ—3tw-750-xerox-mail—Frank Lowe ..... CWF
I'm Ere—incl-10,500-xerox—Chris Costner Sizemore/Elen Sain Pittillo ..... DDS
Ideas, Issues and Insights—w-650-man—Harry Humphreys ..... PUB
Idle Musings—w-600-mail-orp—Lynette Evans ..... TWN
If It Fitz—tw-500-mim-ocr-wire—Jim Fitzgerald ..... LAT
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph.D. ..... RFS
In America—occ-1000-ocr-orp-tape-mail-wire-ill—Various Authors ..... NEA
In The Kitchen—w-600-mim—Tiny Bennett ..... SUN
In The Nation—3tw-750-wire—Tom Wicker ..... NYT-NS
In the Public Interest—w-750-ocr—Ralph Nader ..... RTS
In Washington—6tw-700-ocr-orp-tape-mail-wire—Martha Angle/Robert Walters ..... NEA
In Washington—tw-600-mim-ocr-wire—Ron Hendren ..... LAT
Indoor Gardening—occ-250-orp-tape-ocr-ill-mail- wire—Janet Tara ..... NEA
Inside Auto Racing—3tw-500-mim—Don O'Reilly ..... AU
Inside Religion—wknd-400-mim—Rev. Lester Kinsolving ..... MCN
Inside TV—wknd-400-orp—Joey Sasso ..... MCN
In-Sights—tw-600-ocr—Dr. Walt Menninger ..... UNP
Insight—w-400-mim-ocr-orp-Lc-mail-tts-tel-tape—John Wykert ..... NANA
International Decade of Women and its Hidden Politics—w-var-man-igp—Trudy Mulcahy Howard ..... HOW
Interpretive Report—2tw-750-ocr—Stanley Kamow ..... RTS
Investigators—3tw-600-mim-ocr-wire—Jack Cloherty/Bob Owens ..... LAT
Investors Guide—6tw-Lc-orp-ocr-wire—Sam Shulsky ..... KFS
Isn't It The Truth?—tw-2c12"/4c12"/400-mim—Charles Rehms ..... REH
It Happened In Hollywood—5tw-200-mim-ocr-telex-wire—Scott M. Lawrence ..... LAT
It Happened Last Night—dexsat-750-ocr-wire—Earl Wilson ..... FNS
It's In the Book—w-350-ocr-ill—Dr. Charlie Shedd ..... UNP
It's News To Me—tw-600-ocr—Herb Caen ..... CHR
It's OK To Talk About Sex—2tw-750-orp-mail—Dr. Robert C. Long ..... PRI
It's On The Tip Of My Tongue—w-150-mim-ocr-ill-orp-wire-mail—Dan Carlinsky ..... EF
It's Possible—d-150-ocr-orp-tape-mail; S-500-wire—Rev. Robert Schuller ..... NEA
It's Your Life—5tw-250-orp—The Christophers ..... MCN
Jack Anderson's Weekly Special—w-750-orp-ocr-tape-mim-Lc-mail-tts-tel—Jack Anderson ..... UFS
Jack Douglas Humor Column—w-750-ocr—Jack Douglas ..... RTS
Jane O'Reilly—w-800-mim-ocr-orp-wire-mail—Jane O'Reilly ..... EF
Janeway Economic Service—3tw-800-ocr-wire—Eliot Janeway ..... CTN
Jeane Dixon—d-475-mim-ocr-orp-wire—Jeane Dixon ..... LAT
Jeffrey Hart—3tw-Lc-ocr-wire—Jeffrey Hart ..... KFS
Jesse Jackson Column—w-750-mim-ocr-wire—Jesse Jackson ..... LAT
Jesse Jackson's Observations—2tw-500-mim-tt-telex—Rev. Jesse L. Jackson ..... BPS
Jest Browsing—sw-350-xerox—Jack Posner ..... DDS
J. F. terHorst—tw-600-ocr—J. F. terHorst ..... UNP
***Jim Bishop: Reporter**—3tw-Lc-orp-ocr-wire—Jim Bishop ..... KFS
Jim Murray Sports Column—5tw-650-mim-ocr-wire—Jim Murray ..... LAT
Jimmy Breslin—3tw-900-ocr-orp-wire—Jimmy Breslin ..... CTN
Joan Ryan Column—sw-750-wire-xerox—Joan Ryan ..... WPW
Jobs/Careers/Jobs—dS-250-mail—Jean & Paul Lewis ..... ART
John Keasler Column—4tw-700-orp—John Keasler ..... MCN
John M. Bogert Column—w-var-tps-ocr-orp—John M. Bogert ..... ICP
John D. Lofton, Jr.—3tw-700-mail-mim-Lc-orp-tape-ocr-wire-tts-tel—John D. Lofton, Jr. ..... UFS
John Sinor Column—1tw-550-ocr-mail-orp—John Sinor ..... CNS
Jolly Green Thumb—w-450-orp-mail—Mary Furey Crymes ..... SUB
Judith Randal—w-750-xerox-mail—Judith Randal ..... PRI
Julian Bond At Large—2tw-500-mim-tt-tel—Julian Bond ..... BPS
Just Ask Murray Olderman—2tw-var-ocr-orp-tape-mail-wire-ill—Murray Olderman ..... NEA
Just Supposin'—w-500-mail-orp—Garrett Mathews ..... TWN
Karikature Kamival—w-2c4"/200-ill—Joe Kaliff ..... AMF
Karpin On Bridge—7tw-600-ocr-wire—Fred Karpin ..... CTN
Keep Off The Grass—w-spv-orp-mail—Wm. A. Leavell ..... ERS
Kershner's Commentary—w-450-orp—Howard Kershner ..... AMW
Kevin P. Philips—4tw-Lc-ocr-wire—Kevin P. Philips ..... KFS
Kids Only Club—6tw-250-mim-ocr-ill-wire—Shari Lewis ..... LAT
Kids Say the Darnest Things—6tw-125/150-mim-mail—Art Linkletter ..... CF
Kingsbury Smith—1tw-Lc-ocr-wire—Joe Kingsbury Smith ..... KFS
Kitchen Cynic—w-2c6"-mim—Bern Sharfman ..... AMF
Knight At The Movies—w-4c7"/500/750-hpt-igp-mail—Arthur Knight ..... HRS
Knight News Wire—dS-var-tt-tape—Staff ..... KNT
Knight News Wire—7tw-var-wire ..... CTN
Know Your Antiques—w-500-igp-orp-ocr—Ralph & Terry Kovel ..... RTS
Kohlmeier Column—3tw-700-ocr-wire—Louis Kohlmeier ..... CTN
Ladies First—1tw-500-mim-ocr-orp-Lc-mail-wire-tts-tape-tel—Trixie Belmont ..... WNS
Laff It Up—d-w-600-mail-orp—Vern Hansen ..... TWN
***Latin American Art**—2tm-700-ocr-xerox-mail—Rafael Squirru ..... ALA
***Latin American View**—w-600-ocr-xerox-mail—Arturo Uslar-Pietri ..... ALA
***Latin Panorama**—w-600-ocr-xerox-mail—Arturo Villar ..... ALA
***Latin World**—w-700-ocr-xerox-mail—Mariano Grondona ..... ALA
***Latin View Of The U.S.**—w-600-ocr-xerox mail—Carlos A. Montaner ..... ALA
Laughing All The Way—w-400-man—Nina Diamond ..... DIA
Lautens Column—5tw-500-mim—Gary Lautens ..... TSS
Lesson In English—w-100-orp—C. Gordon ..... SBP
Let's Ask The Bible—5tw-300-mim—A. G. Van Campen ..... GLS
Let's Ask The Cook—3tw-500-ocr—Carol McGarvey ..... RTS
Letters From Dad—d/w-500/1000-man—Martin J. Ross ..... LAW
Life Begins At 40—3tw-500-orp—Joanne Farris ..... MCN
Life In Music—w-600/750-wire—The Dameans ..... NCF
Lifestyles—3tw-750-igp-tape-orp-ocr-Lc-mim-mail-wire-tts-tel—Marian Christy ..... UFS
Lifestyle—w-500-man-xerox—Rita Harper ..... HAC
Listen, Bess—2tw-600-ocr-wire—Bess Myerson ..... CTN
***Living Today**—6tw-orp-ill-mat—Joan O'Sullivan ..... KFS
Liz Smith Column—5tw-750-ocr-orp-wire—Liz Smith ..... CTN
London Daily Mail News Service—5tw-var-mail ..... ITP
L. M. Boyd—dexS-3½"x8"-ocr-orp—L. M. Boyd ..... CRO
London Daily Mirror Feature Service—5tw-var-mail-Lc-igp ..... ITP
London Sunday Mirror Feature—w-var-mail-Lc-igp ..... ITP
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Look Smart—w-500-igp-orp-ocr—Harry Juster ..... RTS
Lou Edman Describes—w-700-man—Lou Edman ..... EDM
Louis Rukeyser Column—3tw-700-mim—Louis Rukeyser ..... MCN
Louisa's Letter—w-1c4½-orp—Mrs: Hugo Sims, Sr ..... EDC
Love On Life—w-600-xerox—Philip H. Love ..... LOV
Low Down from the Congressional Record—w-500-man—Jo Crump ..... CRU
Lubor J. Zink—w-600-mim—Lubor J. Zink ..... SUN
M. Stanton Evans Column—tw-700-mim-ocr-wire—M. Stanton Evans ..... LAT
Maddox Column—w-400-orp-tape-ocr-mail-wire—Gaynor Maddox ..... NEA
Made Public—5tw-700-orp-Lc—Marv Arthur ..... ARU
Magic Carpet Over Broadway—tw-2c6"/600-ill—Joe Kaliff ..... AMF
Main Street—w-800-var-wire-telex-mail—Ted Green ..... PWF
Making It—w-600-ocr—John T. Molloy ..... SMP
Makin' Things—w-750-igp-orp-ocr—Ed and Stevie Baldwin ..... RTS
Managing Your Family's Money—2tw-500-ocr—Merle Dowd ..... RTS
Marianne Means' Washington—3tw-Lc-ocr-wire—Marianne Means ..... KFS
Marilyn Beck's Hollywood—d/S-800-mim-igp-wire-ocr—Marilyn Beck ..... NYT
Marilyn Manion—w-500-orp—Marilyn Manion ..... AMW
Mario's Avenue of the Stars—w-var-ocr-orp—Mario Machado ..... ICP
Mark Russell Column—4tw-150-ocr-mim-wire—Mark Russell ..... LAT
Market Place—5tw-600-wire—Robert Metz ..... NYT-NS
Mark My Words—3tw-400-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Jim Fiebig ..... UFS
Marvin Kitman Column—2tw-500-mim-ocr-wire—Marvin Kitman ..... LAT
Marv's Reply—dS-700-mail-xerox—Marv. Arthur ..... ARU
Max Lerner Column—tw-700-mim-ocr-wire—Max Lerner ..... LAT
Max Rafferty Column—2tw-500-ocr-mim-wire—Max Rafferty ..... LAT
Mazes Galore—w-ps-ops—W. Quinn ..... OPS
McKenzie Porter—w-600-mim—McKenzie Porter ..... SUN
Medical Column—dS-400-orp-tape-ocr-mail-wire—Lawrence E. Lamb, M.D. ..... NEA
Medical Consumer—2tw-650-mim-ocr-orp-wire-igp-mail—Larry Frederick ..... ESN
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—Larry Frederick ..... EF
Medical Digest—w-3½x8"-ocr-orp—Ed Orloff ..... CRO
Medicalia—cont-600-mim-igp—Mr. W. Martin ..... MAR
Medicine Chest—wknd-250-orp—H. Boswell York, R.Ph. ..... MCN
Men's Fashions—occ-600-ocr-orp-tape-mail-wire-ill—Charles Hix ..... NEA
Metro News—w-500-mim—Jo Hindman ..... MTN
Milton Moskowitz Column—tw-600-mim-ocr-wire—Milton Moskowitz ..... LAT
Mind Your Money—2tw-Lc-ocr-wire—Peter Weaver ..... KFS
Minority Human Relations—2tw-750-mim-tt-telex—Dr. Alvin F. Poussaint ..... BPS
Miracle Gardening—w-500-orp-igp-color—J. Finletter ..... SBP
***Mirror of Your Mind**—d-2c-ill-mat-orp—John Conwell ..... KFS
Mirrors Of Washington—w-700-mim-ocr-orp-Lc-tape-mail-wire-tts-tel—Isabelle Shelton ..... UFS
Modern Etiquette—w-150-orp—Jane Sherrod ..... SBP
Modern Medicine—tw-600-man-ocr—Michael J. Halberstam, M.D. ..... NYT
Modern Sherlock Holmes—w-500-orp—Jane Sherrod-Singer ..... SBP
Money Watch—3tw-400-mim-ocr—Carol Mathews ..... LAT
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike Le Fan ..... LEF
More Than Beauty—tw-600-ocr-igp—Betsy von Furstenberg ..... UNP
Mosaic—w-500-mail-orp—Jerry Fite ..... TWN
Motor Tips—w-500-mim—Stirling Moss ..... SBP
Motor Tips—w-ps-orp-ill—Misc. Authors ..... OPS
Motorcade USA—w-500-mim—Don O'Reilly ..... AU
Mutual Funds—w-600-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Don G. Campbell ..... UFS
My Answer—7tw-100-ocr-wire—Billy Graham ..... CTN
Nadel's Features—w-800-ocr-orp-tape-mail-wire-ill—Norman Nadel ..... NEA
NANA News Service—d-var-mim-ocr-orp-Lc-mail-wire-tts-tel-tape ..... NANA
NANA Photo Service—w-var-mim-ocr-orp-Lc-mail-igp ..... NANA
NANA Pony Service—w-var-mim-orp-Lc-tape-mail ..... NANA
National Challenge—w-800-ocr-wire—J. Baxter Newgate ..... CTN
National Security Affairs—w-600-mim-ocr-wire—Gen. Ira C. Eaker ..... LAT
National Whirligig—3tw-600-mim-ocr-orp-Lc-mail-tape wire-tts-tel—Ernest Cuneo ..... NANA
Natural Foods—w-500-mim-ocr-wire—Susan Dart ..... LAT
Neal Peirce Column—w-800/1200-man-orp-ill-mail—Neal R. Peirce ..... PNR
Needleplay—2tw-800-ocr-wire—Erica Wilson ..... CTN
New Horizons—wknd-350-orp—Jane Forrest ..... MCN
New Scientist/New Society/News Features—w-var-mail-Lc ..... ITP
New Times—sm-var-mm-ocr—Data News—Various Authors ..... NYT
News Business—w-750-wire-xerox—Charles B. Seib ..... WPW
Nicholas von Hoffman—3tw-Lc-ocr-wire—Nicholas von Hoffman ..... KFS
Nick Thimmesch Column—tw-700-mim-ocr-wire—Nick Thimmesch ..... LAT
Nit Wit—dS-var-man-mail—Robert Thornton ..... THF
Norman Cousins Column—w-750-mim-ocr-wire—Norman Cousins ..... LAT
Norton Mockridge—3tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Norton Mockridge ..... UFS
***Now See Here**—4tw-Lc-ocr-wire—Bert Bacharach ..... KFS
Oakley's Commentary—5tw-300/200-orp-tape-ocr-mail-wire—Don Oakley ..... NEA
Observer—3tw-750-wire—Russell Baker ..... NYT-NS
Of Arms And Men—2tw-600-mim-ocr-orp-Lc-wire-tape-tts-tel—Col. Robert D. Heinl ..... NANA

11 reasons why you should take ANOTHER LOOK, ROBERT YOAKUM's twice-weekly humor column

1. **Another Look** will send no salesman to call on you. (We don't have any.)

2. **Another Look** helps you make more money. (Source: "The Bottom Line: An Independent Study of 'Another Look' Usage and Profitability, Using Data Compiled by Demographic and Republican Research Panels.)—*Yoakum Surveys, a subsidiary of Yoakum Features.*

3. **Another Look** can help provide a balanced editorial diet. (Humor is in short supply in most newspapers.)

4. **Another Look** may suit you to a 'T'. (It suits them to a 'T' in Tokyo, Toledo, Tucson, Torrington . . .)

5. **Another Look** is short. (It averages 550 words.)

6. **Another Look** is available free. (For a one-month trial.)

7. **Another Look** is topical, sometimes prescient. (Examples provided on request.)

8. **Another Look** covers a wide range of subjects—wide enough to have attracted many client papers abroad. (Sold abroad by Editors Press Service.)

9. **Another Look,** and the papers that carry it, get our full-time attention. (We have no other features to distract us.)

10. **Another Look** is available in all three scannable fonts. (Courier 12, Perry 199, and OCR-A.)

11. **Another Look** is a splendid example of successful individual enterprise. (Support the American Way.)

For sample columns and a one-month free trial, write or call:

Yoakum Features

Reservoir Road, Lakeville, Conn. 06039 • Tel. (203) 435-2549

CLASSIFICATIONS OF FEATURES

Of Course, A Horse—1tw-550/600-ocr-mail—Don Blazer ..... CNS
Of Men and Women—sw-600-ocr—Dr. Aaron Rutledge ..... UNP
Off Camera—w-3c9⅞"-igp-ing-mail—Various ..... TVT
Off The Beaten Track—w-525-mim-ill—Bernard Gelman ..... GEL
Offbeat Diary—occ-500-mim—John Pinkerman ..... NWS
Olderman's Features—w-var-orp-tape-ocr-mail-wire—Murray Olderman ..... NEA
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Olga Knows—w-2c11½"/650-orp—Patsy Milligan ..... MLS
On Being Black—w-600-mim—Sandra Haggerty ..... LAT
On Crime—w-750-ocr—Jay Robert Nash ..... RTS
On Movies—w-500-mim—Clyde Gilmour ..... TSS
On The Set—w-750-var-igp-mail—Cynthia Wilkerson Miles ..... HRS
On The Spo(r)t—w-1200-xerox-mail—LePacini ..... LEP
On The Wire—2tw-750-mim-ilm-igp-mail—John J. Westley ..... DIS
Once Over Lightly—w-var-ocr-wire-mim—Robert Bendiner ..... NYT
Once Over Lightly—tw-300-ocr-ill—Nancy Stahl ..... UNP
One On One (TV Sports)—w-3c9⅞"-igp-ing-mail—Joe Koch/Bill Goldman ..... TVT
One Woman's Voice—w-750-orp-mail—Various Authors ..... PRI
Op Ed—occ-var-orp-tape-ocr-mail-wire—Various Authors ..... NEA
Original Magazine Material—occ-dt-man-igp—Milton Rockmore ..... ROC
Otherwise—3tw-550-mim-ocr-orp-wire-mail—Tom Fesperman ..... EF
Our Daily Bread—dw-300-mim-ocr—Rev. A. Purnell Bailey ..... LAT
Our Environment—sw-800-mail—Ed Flattav ..... ART
Our Religions—2tw-300-ocr—Dr. Carlyle Adams ..... RTS
Our Times—2tw-800-xerox-mail—Smith Hempstone ..... HEM
Outrider—tw-600-ocr—Gerry Wills ..... UNP
Parody Press—w-600-mail-orp—Donna Parker ..... TWN
Pat Buttram Column—w-var-ocr-orp—Pat Buttram ..... ICP
Pat Buttram Sez—w-1ps-mail—Pat Buttram ..... CAP
Patents Column—1tw-600-wire—Stacy Jones ..... NYT-NS
Paul Harvey News—tw-500-mim-ocr-wire—Paul Harvey ..... LAT
Paul Hellyer—S/w-600-mim—Paul Hellyer ..... SUN
PBS In The Spotlight—w-3c10"-orp ..... TVC
Pennsylvania Avenue—1tw-600/800-ocr-orp-mail—Benjamin Shore ..... CNS
People and Problems—d/w-500/1000-man—Martin J. Ross ..... LAW
People and Values—tw-600-ocr—Andrew Greeley ..... UNP
People Page—2tw-ps-ocr-orp-tape-mail-wire—Staff ..... NEA
People's Doctor—3tw-750-ocr-wire—Dr. Robert Mendelsohn ..... CTN
People In Washington—occ-500-tt—Mike Feinsilber ..... UPI
Personal Health—1tw-1,000-wire—Jane Brody ..... NYT-NS
Pete Hamill—3tw-800-orp-wire—Pete Hamill ..... CTN
Peter's People—m-600-ocr—Laurence J. Peter ..... MAN
Peter Worthington—w-600-mim—Peter Worthington ..... SUN
Phyllis Mitchell's Column—dexS/w/m-300-xerox—Phyllis Mitchell ..... MIT
Playback—w-600-ocr—Joel McNally ..... SMP
Poetry—w-var-mim—Wolf Pasmanik ..... WUP
Point Blank—1tw-300-ocr-orp-mail—John C. Moon ..... CNS
Political Tidbits & Outrages—w-var-om-mail—Wm. A. Leavell ..... ERS

"SORRY TO BOTHER YOU"

by Jim Wilson.

(100 features on hand or in the mill including)

- DID YOU DO IT A-PURPOSE? ©
- DOES YOUR MISSUS WAIL? ©
- IS YOUR CHURCH IN DEBT? ©
- IS YOUR FUTURE IN PUGILISM? ©
- CAN YOU PREVENT A SCANDAL? ©
- ARE YOU AN AMATEUR CARPENTER? ©

Each approx 600 wds. Published weekly.

Under 5M Circ.	$4.00 per wk.
5 - 10M	7.00
10 - 25M	9.00
25 - 50M	11.00
Over 50M	13.00

HAPPY-UP YOUR READERS WITH HUNKS OF HUMOR BY WILSON.

Jim Wilson

Box 42, Casper, Wyoming 82602

Politics Today—6tw-750-ocr-wire—Jack Germond/Jules Witcover ..... CTN
Polly's Pointers—5tw-450-orp-tape-ocr-ill-mail-wire; S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Pop Scene Service—w-var-tape-igp-mim-ocr-orp-Lc-mail-wire-tts-tel—Barbara Lewis ..... UFS
Postcards—5tw-600-ocr—Stan Delaplane ..... CHR
Potomac Ethics—2tw-400-mim—Les Kinsolving ..... MCN
Press Passing—w-2c10"/500-man-mail—Jim James ..... JDL
Prime Time Tips—w-600-mim-ocr-wire—Paul Henniger ..... LAT
Prison Rap—w-750-mim-mail—J. Barney ..... SAW
Profile—w-500-man-xerox—Rita Harper ..... HAC
Pros & Kahns—w-300-orp—J. Kesner Kahn ..... AMW
P.S. To The News—2tw-500-ocr-mail—Phyllis Schlafly ..... CNS
Psychoecology—5tw-750-mim-mail—Martin ..... SAW
Question Box—w-var-wire-mail—Father John Dietzen ..... NCF
Quote/Unquote—w-1c/var-orp-ill-tape-ocr-mail-wire—Various Authors ..... NEA
Ralph de Toledano Column—3tw-500-ocr-mail—Ralph de Toledano ..... CNS
Rambling Reporter—w-2c9"/500-hpt-igp-mail—Hank Grant ..... HRS
Ray Wilson on B'way—w-750-orp—Ray Wilson ..... NEW
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Real Names/Real Names—w-var-man—Buddy Basch ..... BAS
Record Rap—dS-500-mim-mail-orp—Bobby Lucas ..... WOR
Reed Larson Column—fn-500/600-orp-ill—Reed Larson ..... RTW
Reel Facts—w-250-xerox-mail—David Campbell ..... LEP
Reflections From Little Brook—w-600-mail-orp—Bill Messenger ..... TWN
Religious Drawings—w/6tm-2c4⅜"/3c6¾"-orp—Jack Hamm ..... REL
Report From America—3tw/5tw-500/600-tt—Staff ..... UPI
Rex Reed Movie Reviews—w-700-Lc-wire—Rex Reed ..... CTN
Rex Reed (Personalities)—S-1,500-ocr-wire—Rex Reed ..... CTN
Ringaround Word Games—w-qpt-orp—Jack Fitch ..... OPS
Robert J. Wagman—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
Roberts' Rules—dS-var-man-mail ..... THF
Rock, Pop—d/S/w/tw-2c8"/600-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Rock Trivia—d/S/w/tw-2c4"-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Rod McKuen—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Rod McKuen ..... NANA
Rolling Stone—3tw-Lc-igp-ocr-wire—Staff ..... KFS
Rolling Stone—sm-var-mim-ocr—Various Authors ..... NYT
Ronald Reagan—w-Lc-ocr-wire ..... KFS
Roper Poll—S-500-ocr-mim-wire—Burns W. Roper ..... LAT
Roscoe Drummond Column—tw-700-mim-ocr-wire—Roscoe Drummond ..... LAT
Rosettes—dexS-3½c2½"-man—Elinor K. Rose ..... ROS
Samantha Reads Your Stars—w-600-orp-mail—Sue Reed ..... SUB
Sander Vanocur Column—sw-750-wire-xeros—Sander Vanocur ..... WPW
Satire By Wald—w-500-mail-orp—William Wald ..... TWN
Save Time & Money—w-450-orp-mail—Ann Frances Dolan ..... SUB
Say It Straight—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel—Victor Lasky ..... NANA
Scott's World—5tw-450-tt—Vernon Scott ..... UPI
Scripps-Howard News Service—6tw-var-mim-ocr-orp-Lc-mail-wire-tts-tel-tape ..... UFS
Self Help To Charm—w-300-mim-mail—Harriet Carlson ..... HC
Sen. George D. Aiken Column—w-var-ocr-orp—George D. Aiken ..... ICP
Senator Soaper—d-300-mim-ocr-orp-Lc-mail-tts-wire-tel-tape—Sandy Teller ..... NANA
Senior Forum—5tw-400-mim-ocr—Tom Collins ..... LAT
7 Errors—ws-ps-orp—F. Hayes ..... SBP
Sew Simple—w-500-orp-ocr—Eunice Farmer ..... RTS
Sew What's New—w-500-ocr-ill—Sandra Kelly ..... UNP
Sheinwold On Backgammon—w-500-orp—Alfred Sheinwold ..... LAT
Sheinwold On Bridge—dS-750-orp—Alfred Sheinwold ..... LAT
Shifting Sands—w-600-mail-orp—Gloria James ..... TWN
Shows To Watch—7tw-700-mim-ocr-wire—Paul Henniger ..... LAT
Sid Ascher's World—w-750-mim—Sidney Ascher ..... ASC
Sidney Zion—w-600-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Sidney Zion ..... NANA
Significant Nonentities in Sports—w-125-xerox-mail—Jose Bloom ..... LEP
Single By Choice—w-500-mail-orp—Antoinette May ..... TWN
Single File—tw-600-mim-ocr-wire—Susan Deitz ..... LAT
Sketches—d-100-mim—Ben Burroughs ..... LAT
Smoke From Jeannie's Lamp—w-750-mim-mail—J. Barney ..... SAW
Soap Opera Report—w-450-orp-mail—Bruce Jolfee/Vicki Murphy ..... SUB
Solve A Crime—w-500-orp—C. Gordon ..... SBP
Sorry To Bother You—w-600-man—J. J. (Jim) Wilson ..... WWH
Sound Country—w-2c21"-orp ..... TVC
Sounds—w-400-orp-ill-tape-ocr-mail-wire—Stan Mieses ..... NEA
Soundtrack—w-2c9"/500-hpt-igp-mail—Dianne Bennett ..... HRS
Space Age Report—1tw-600/800-ocr-orp-mail—Frank Macomber ..... CNS
Speaking Of Antiques—w-var-ocr-orp—Dana Tompkins ..... ICP
Special Premiums—w-var-ocr-mim—Data News—Various Authors ..... NYT
Spin Off—w-750-xerox—Howard Fuller ..... FUL
Sports From Pressbox—wknd-300-orp—Red Lakeland ..... MCN
Sports Hot Line—Sw-500-ocr—Mickey Herskowitz& Steve Perkins ..... UNP
Sports of the Times—4tw-750-wire—Red Smith ..... NYT-NS
Sports of the Times—4tw-750-wire—Dave Anderson ..... NYT-NS
Sportscast—w-2c8"/500-hpt-igp-mail—Bob Seizer ..... HRS
Stamp Investment Guide—w-650-man-igp-xerox-mail—Mark A. Kellner ..... KEL
Stamp News From America—w-500-mim—Julius Weiss ..... WEI
Star Interviews—w-500/1000-orp—June Finletter ..... SBP
Starcast—w-600-orp—Antoinette May ..... CHR
Staying Ahead—tw-750-wire-xerox—Jane Bryant Quinn ..... WPW
Stitchin' Time (Sewing)—eow-400-ocr-orp-tape-mail-wire-ill—Joanne Schreiber ..... NEA
Stitchin' Time (Knitting)—eow-400-ocr-orp-tape-mail-ill—Judy Love ..... NEA
Stock of the Week—w-mim—Electronic Evaluator ..... CTN
Stop Killing Yourself—5tw-600-orp—Peter J. Steincrohn, M.D. ..... MCN
Straight Talk—w-650-orp—Tom Anderson ..... AMW
Strange Destines—w-600-mim—J. Macklin ..... SBP
Strictly for Dads—tw-350-ocr—Dr. Charlie Shedd ..... UNP
Strictly For Laughs—6tw-500-mim-mail—Joey Adams ..... CF
Success Strategies For You!—w-500/var-mim-man-mail—Whitt N. Schultz ..... KNF
Successful Investing—5tw-500-mim-ocr-wire—David R. Sargent ..... LAT
Sum and Substance—w-600/750-wire—Rev. John B. Sheerin C.S.P. ..... NCF
Survival Guide For The Liberated Man—w-250/400-man—George Cole ..... MED
Susie Mac—5tw-600-mim-ocr-orp-mail-Lc-wire-tape-tts-tel—Val Winsey ..... UFS
Suzy Says—5tw-750-orp—Aileen Mehle ..... CTN
Teen Forum—4tw-600-mim-ocr-orp-mail-Lc-wire-tape-tts-tel—Jean Adams ..... UFS
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... SBP
Teenage Travel—w-450/500-mim-ill-mail—Todd Lewis ..... JPS
Tel-Aire—w-bl-var-orp-Lc-ill ..... KFS
Televisions—w-2c9"/500-hpt-igp-mail—Richard Hack ..... HRS
Tennis Cartoons—w-qpt-orp-ill—Earl Engleman ..... SBP
Terse Voice—w/S-ps-orp—Anthony Carter ..... OPS
Test Yourself—w/d-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Arts—w-700-mim—Robert Fulford ..... TSS
The Best of the Week—w-var-orp ..... AMW
The Bottom Line—w-600/750-wire—Antoinette Bosco ..... NCF
The Butcher—w-800-ocr-ill—Merle Ellis ..... CHR
The Coin Box—w-400-mim-mail—Norman M. Davis, NLG ..... NMD
The Conservative Advocate—tw-600-ocr—William Rusher ..... UNP
The Dividing Line—tw-600-mim-ocr-wire—Patrick J. Buchanan ..... NYT
The Earl's Beat—w-500-mail-orp—Garth Gamblin ..... TWN
The Economy Today—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Herbert Stein ..... UFS
The Fearless Spectator—w-600-ocr—Charles McCabe ..... CHR
The Formula—S-300-ocr—Norm Stark ..... UNP
The Great Life—w2c9"/500-hpt-igp-mail—George Chinsty ..... HRS
***The Gossip Column**—3tw-Lc-igp-ocr-wire—Robin Adams Sloan ..... KFS
The Greer/Kandel Report—3tw-800-mim-ocr-orp-wire-mail—Myron Kandel/Philip Greer ..... EF
The House Doctor—w-750-ill-ocr-orp—Herman Baum ..... RTS
The Innocent Bystander—tw-600-ocr—Arthur Hoppe ..... CHR
The Job Hunt—w-300-xerox-mail—George Harry ..... CWF
The Law Brief—d/w-500/1000-man—Martin J. Ross ..... LAW
The Law Letter—d/w-500-man—Martin J. Ross ..... LAW
The Lighter Side—3tw-300-tt—Dick West ..... UPI
The Mini-Gourmet—w-450-orp-mail—Shelia Sandy ..... SUB
The Moral Angle—w-600-xerox-mail—William Lester ..... LES
The Mother Earth News—tw-700-orp-ocr—John Shuttleworth ..... RTS
The Moxie Memo—w-900-mail-orp—D. B. Shaw ..... TWN
The Pet Parade—w-450/500-xerox-mail—William Patterson ..... PET
The Phoenix Nest—w-700-orp—Martin Levin ..... APN
The Plain Truth—sw-500-ocr—Garner Ted Armstrong ..... UNP
The Political Animal—w-750-xerox—Joe Scott ..... OAK
The Real Truth—w-350/400-xerox—Al Goring ..... GOR
The Stamp Scene—w-650-man-igp-xerox-mail—Mark Allen Kellner ..... KEL
The Steam Room—eod-var-ocr-orp—Bud Furillo ..... ICP
The Unexplained—w-500-mim-Allen Spraggett ..... SUN
The View From The Top—w-500-ocr-igp—Milton Rockmore ..... ROC
The Way It Is—w-600-mail-orp—Richard A. Lake ..... TWN
The Way They Were—w-2c9"/500-hpt-igp-mail—Marjorie Worcester ..... HRS
The Week In Finance—1tw-900-wire—Tom Mulaney ..... NYT-NS
The Wine Rack—wknd-300-orp—Mary McGrath ..... MCN
The Wonderful World Of Animals—dexS-500-ocr-ill—Dr. Frank Miller, D.V.M. ..... CHR
The Wonderful World Of Animals—S-750-ocr-ill—Dr. Frank Miller, D.V.M. ..... CHR
The World Of Real Estate—w-450-man-orp—Howard L. Shonting ..... RER
The Worry Clinic—dexS-500-3c6"ill-orp-Lc—Dr. George W. Crane ..... HPS
The Yardstick—w-600/800-wire—Msgr. George G. Higgins ..... NFC
Theatre World—S-var-tt—Staff ..... UPI
These Days—3tw-Lc-ocr-wire—John Chamberlain ..... KFS
Things—2tw-600-var-igp-xerox—Miv Schaaf ..... SCH
Things That Matter—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—George Plagenz ..... UFS
Things Your Mother Never Taught You—sw-600-ocr-ill—Charlotte Slater ..... UNP
Thinking Ahead—w-450-mim—A. R. Roalman ..... PRO
Thinking Slim—w-500-orp-mail—Jean Midetch ..... SUB
This 'n That—w-450-orp-mail—Barbara Allison ..... SUB
Thoughts—dexS-1c-var-orp-tape-ocr-mail-wire—Various Authors ..... NEA
Through The Looking Glass—w-1200-mim ..... NPS
Time For Action—w-700-mail-xerox—Mary Arthur ..... ARU
Today In Las Vegas—w-750-mim—Joe Delaney ..... NEW
Today In New York—d-550-mim—Ray Wilson ..... NEW
Today's Chuckle—d-25-mim-ocr—Tom & Beulah Collins ..... LAT
Tom Braden Report—tw-700-ocr-mim-wire—Tom Braden ..... LAT
Tom Tiede/National Correspondent—3tw-700-ocr-orp-tape-mail-wire-ill—Tom Tiede ..... NEA
Tomorrow's Dollar—3tw-500-ocr—Ray Howard ..... CTN
Trade Winds—d-400-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Lou Schneider ..... NANA
Travel—m-var-man-mim-mail—Juliet McGhie ..... IMN
Travel Along—fn-600-orp-mim—by The Bascomes ..... BA
Tune In Tomorrow—3tw-600-mim-ocr-orp-wire-mail—Jon-Michael Reed ..... EF
TV Answer Man—6tw-350-mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Richard K. Shull ..... UFS
TV Features—w-var-orp ..... TVC
TV Key Previews, Mailbag, Movie Reviews—7tw-igp-Lc-ocr-wire—Steven H. Schever & Staff ..... KFS
TV Mail Bag—w-var-orp ..... TVC
TV Personality (Profile)—w-3c9½"-orp ..... TVC
TV Spotlight Features—w-1/7 parts-mim-ocr-orp-Lc-wire-tt-ill-mail-tape-tel ..... UFS
TV Timeline—w-3c9⅞"-igp-ing-mail—Various ..... TVT
TV Tinderbox—w-Lc-ill—Buck Biggers ..... KFS
TV Tune-In (Bacon)—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ..... UFS
TV Tune-In (Lewis)—3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dan Lewis ..... UFS
TV Tune-In (Shull)—2tw-600-mim-ocr-orp-Lc-wire/tt-mail-tape-tel—Richard K. Shull ..... UFS
Tween 12 and 20—6tw-6c/300-orp-mail—Dr. Robert Wallace, Jr. ..... CNS
2 Minute Meditation—w-150-orp—A. Blake ..... SBP
Uncommon Conversations—S-800-ocr-igp—Philip Nobile ..... UNP
Uri Geller Column—wknd-600-mim—Uri Geller ..... MCN
US Magazine—sm-var-man—Various Authors ..... NYT
Various Titles—w-2500-igp/color-xerox-mail—Colin Dangaard ..... INF
Vets' Voice—w-600-ocr—David Ward ..... UNP
VIP Medical Grapevine—w-500/1000-man-mail—Ruth Nathan Anderson ..... VMG
Virginia Payette—3tw-700mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Virginia Payette ..... UFS
Visit To The Stars—w-ps-mail ..... WIP
Voice of Broadway—5tw-Lc-ocr-wire—Jack O'Brian ..... KFS
Voice of Freedom—w-700-mail-xerox—Marv Arthur ..... ARU
Washington Calling—2tw-700-orp-mail-Lc-wire-tts-

tape-tel-ocr-mim—Marquis Childs ..... UFS
Washington Feedback—occ-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dorothy Marks ..... WNS
Washington Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Malvina Stephenson ..... WNS
Washington Journal—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
***Washington Merry-Go-Round**—dS-750-orp-ocr-mim-Lc-mail-wire-tts-tel-tape—Jack Anderson ..... UFS
Watch On Washington—w-1000-ocr—Clark Mollenhoff ..... RTS
Watch Your Language—w-500-mim-mail—Lydel Sims ..... CF
We Americans—w-700-tt—Staff ..... UPI
We Hold These Truths—3tw-2c-orp-ill—Ross MacKenzie/Jeff MacNelly ..... UFS
Weekend Chuckle—w-1c-mim-ocr ..... LAT
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors ..... OPS
What Life Has Taught Me—w-500/1000-orp—Various celebrities ..... SBP
Whatever Happened To—w-var-man—Buddy Basch ..... BAS
What's New—w-1c3"ill-orp-mat—Staff ..... CSP
What's The Law—6tw-500-tape-mim-ocr-orp-mail-Lc-wire-tts-tel—Jack Strauss ..... UFS
What's Up—w-var-ocr-orp-tape-mail-wire—Staff ..... NEA
What's Your Problem?—w-500-mim-xerox—Linda Lawrence ..... RFS
Where Is A Line—w-600-mail-orp—Bess Wallace ..... TWN
Who Knows—w-1c6"-orp—L. R. Hughes & Staff ..... EDC
Why Be Bored!—w-500-mim—Lillian Taylor ..... TAY
Why Grow Old?—tw-500-igp-orp-ocr—Josephine Lowman ..... RTS
Wilkins Column—w-500-ocr—Roy Wilkins ..... RTS
Will Rogers Says . . .—5tw-varies-orp-ocr—Bryan Sterling ..... RTS
William Beecher—2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William Beecher ..... NANA
William Raspberry Column—sw-750-wire-xerox—William Raspberry ..... WPW
William L. Ryan—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William L. Ryan ..... NANA
Win at Bridge—dexS-300-orp-ill-mail—Oswald & Jim Jacoby ..... NEA
Wine Connoisseur—w-700-mim-ocr—Robert Lawrence Balzer ..... LAT
Wine Primer—w-600-orp—Mark Pugner ..... TAG
Winning Ways—m-200/250-mim—Charles Rehns ..... REH
With A Smile—w-500-mail-orp—Jack Adler ..... TWN
Women's News Service—d-var-mim-ocr-igp-orp Lc-mail-wire-tts-tel-tape ..... WNS
Women Sports—w-650-ocr—Staff ..... SMP
Women's Wear Daily—5tw-var-orp-igp-mail ..... FA
Women's World—4tw-150-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Iris Hartman ..... WNS
Words, Wit & Wisdom—6tw-500-tape-mim-ocr-orp-Lc-mail-wire-tts-tel—William & Mary Morris ..... LAT
Working Woman—sw-600-ocr—Niki Scott ..... UNP
World In Focus, The—w-700/750-telex-mail—William R. Frye ..... FRY
Write On—1tw-550/700-ocr-orp-mail—Virgil Pinkley ..... CNS
Yost Column—w-800-telec-mail—Charles W. Yost ..... FRY
You—w-700-mim-ocr—Ruth Winter ..... LAT
You And Your Health—wknd-300-orp—Peter J. Esse M.D. ..... MCN
You and the U.S.A.—w-500-mail-orp—Albert B. Gerber, J.D. ..... TWN
You Can Fix It—w-100-ill-orp-igp—Walt Trag ..... SBP
You Said It—w-350-orp—Readers Letters ..... AMW
You, The Consumer—3tw-500-ocr-wire—Barbara & Ray Howard ..... CTN
You, Your Child and Entertainment—w-500-mim—David Nydick ..... DAN
You, Your Child and School—w-5tw-500-mim—David Nydick ..... DAN
You, Your Child and Sports—w-500-mim—Dan Nydick ..... DAN
Young and Healthy Always—tw-500-mim-ocr-wire—Frank Falkner, M.D. ..... LAT
Young Ideas—5tw-700-orp-Lc-wire—Dick Young ..... CTN
Young World—w-var-wire-mail—Tom Lennon ..... NCF
Your Car—w-600-mim-ocr—Eugene Milmoe ..... LAT
Your Family Physician—w-450-orp-mail—James G. Price, M.D. ..... SUB
Your Home—w-700-mim-ocr-ill—Caroline Murray ..... LAT
Your Immediate Future—w-3½x8"-ocr-orp—Ed Orioff ..... CRO
Your Life and Mine—dexS/w/m-300-xerox—Phyllis Mitchell ..... MIT
Your Photos—w-750-mim-ocr—Albert Moldvay ..... LAT
Your Retirement Dollar—w-Lc-ocr-wire—Peter Weaver ..... KFS
Your Roots—w-500/600-xerox-mail—James S. Toedtman ..... TOE
Your World—w-500-mim—Charles Vance ..... VAN
You're Sew Right—w-var-orp—Dale Cavanagh ..... SPS
Youth Clinic—w-750-mim-Staff ..... TSS
Zane Grey's Best Short Stories & Books—w-ps-orp ..... OPS

12—COMICS

A Good Book To Read—d/w-500/1000-man—Martin J. Ross ..... LAW
Advanced Motoring Tips—occ-hpt-orp—Gilbert Shelton ..... RIP
Agatha Crumm—d-4c; S-tps-qps-hpt-mat-orp—Bill Hoest ..... KFS
Airhawk—w-d-spv-orp-ill—B. Foley ..... SBP
Alex In Wonderland—6tw-7½x2½"-orp-mail—Bob Cordray ..... CNS
Alley Oop—d-4c2¼"-orp; S-hps-tps-pt-hpt orp-mat—Dave Graue ..... NEA
Andy Capp—d-4c-orp-mat-S-tps-hpt-qph-orp-mat—Reggie Smythe ..... FNS
Animal Crackers—d-4c-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Roger Bollen ..... CTN
Anonymous—d-4c-orp—Fiebig & Prince ..... LAT
Apartment 3-G—d-4c-orp-mat-S-hps-tps-pt-qph-orp-mat—Alex Kotzky ..... FNS
***Archie**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp ..... KFS
Ask Aunt Madge—d-240/300-man—Mary Madge Saksena ..... ASK
Astro*Graph—S-2c6"/4c3"-ill—Bernice Bede Osol ..... NEA
At The Forum—dexS-4c2"-orp-mail—Wayne Sjolin ..... CWF
Baloney—d-1c2"/2c4"-mail-orp—Martin Duffy ..... TWN
B.C.—d-4c/5c-orp-mat-S-hps-tps-pt-hpt-qph-orp-mat—Johnny Hart ..... FNS
***Barney Google and Snuffy Smith**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Fred Lasswell ..... KFS
Basil—dexS-2c2"-mat-orp—Gerry Lants ..... UNP
***Beetle Bailey**—d-4c; S-hps-tps-pt-qph-mat-orp—Mort Walker ..... KFS
Ben Hardy—w-hps-orp—Jim Baker ..... PIO
Berry's World—d-2c5½"-orp; S-tps-qps-bpt-orp—Jim Berry ..... NEA
Best of Press—w-1c7"-orp—L. Hughes & Staff ..... EDC
Best Sellers Showcase—dS-4c2"-hps-tps-qps-pt-hpt-orp-mat ..... UNP
***Big Ben Bolt**—d-4c-mat-orp—John Cullen Murphy ..... KFS
***Blondie**—d-4c; S-hps-tps-pt-mat-orp—Dean Young & Jim Raymond ..... KFS
Bobby—d-4c2½"-mat-orp—S. M. Iger ..... PF
Boomer—dS-4c2"-hps-tps-pt-qps-orp—Bill Brown & Mel Casson ..... UFS
***Boner's Ark**—d-4c; S-tps-hps-pt-mat-orp—Addison (Mort Walker) ..... KFS
Botony Boy—w-hps-mail-orp—David B. Wood ..... TWN
Breaker, Breaker—6tw-7½"x2½"-ord-mail—J. W. Lynch & Mike MacCormack ..... CNS
Brenda Star—d-4c-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-orp—Dale Messick ..... CTN
***Brick Bradford**—d-4c; S-hpt-tps-mat-orp—Paul Norris ..... KFS
***Bringing UP Father**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Kavanagh-Fletcher-Camp ..... KFS
Broom-Hilda—d-4c-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-orp—Russ Myers ..... CTN
Brother Simon and Lucas—d-4c2"-mail-orp—Pedro R. Moreno ..... TWN
Bugs Bunny—d-4c2¼"-orp; S-hps-tps-pt-mat-orp—Ralph Heimdahl & Al Stoffel ..... NEA
Buster—d-4c2"-mail-orp—Aaron Bacall ..... TWN
***Buz Sawyer**—d-4c-mat-orp—Roy Crane ..... KFS
Captain and the Kids—S-hps-tps-pt-hpt-orp—John Dirks ..... UFS
Captain Easy—d-4c2¼"-orp; S-hps-tps-pt-hpt-mat-orp—Bill Crooks & Jim Lawrence ..... NEA
Captain's Gig—d-4c-orp-mat; S-hps-tps-pt-gph-orp-mat—Virgil Partch ..... FNS
Carnival—S-hps-tps-pt-hpt-mat-orp—Dick Turner ..... NEA
Casey—d-4c; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-sph-spv-mat-orp—Charles Rodrigues ..... CTN
Catfish—d-4c-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Rog Bollen ..... CTN
Cathy—dS-4c2"-hps-tps-qps-pt-hpt-orp-mat—Cathy Guisewite ..... UNP
Channel Jockeys—d-4c2"-mail-orp—Phil Evans/Jim Asher ..... WHE
Chris—d-4c2"-mail-orp—Pedro R. Moreno ..... TWN
Christmas Strip—sea-4c2¼"-orp-mat-ill—Babara Craig & Don Baur ..... NEA
***Christmas Strip**—d/sea-4c-mat-orp—Walt Disney ..... KFS
Conan The Barbarian Daily—dexS-3c2¼"-orp—Roy Thomas and John Buscema ..... RTS
Conan The Barbarian Sunday—S-hps-tps-qps-hpt-orp-mat—Roy Thomas and John Buscema ..... RTS
Corinth The Jeweler—d-4c2"-mail-orp—Kelly and Seymour ..... TWN
Cosgrove—d-3c2"-mail-orp—Martin Duffy ..... TWN
Crock—d-4c-orp-mat; S-hps-tps-pt-hpt-qph-orp-mat—Bill Rechin ..... FNS
Deems—w-4c2"-orp—Tom Oka ..... SM
Dick Tracy—d-4c/5c-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-sph-spv-orp—Chester Gould ..... CTN
Dr. Feelgood—occ-hpt-orp—Frank Stack ..... RIP
***Dr. Kildare**—d-4c; S-tps-hpt; mat-orp—Ken Bald ..... KFS
Doctor Proctor—d-4c2"-mail-orp—Eddie Germano ..... TWN
Doctor Smock—dS-4c-hps-tps-pt-qps-orp—George Lemont ..... UFS
Don Q—d-4c-hps-qps-orp—David Gantz ..... NYT
Donald Duck—d-4c; S-hps-tps-hpt-qph-mat-orp—Walt Disney ..... KFS
Dondi—d-4c-orp; S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Irwin Hasen ..... CTN
Dooley's World—d-4c; S-hps-tps-pt-mat-orp—Roger Bradfield ..... KFS
Doonesbury—dS-d-4c2"; S-hps-tps-pt-mat-orp—Gary Trudeau ..... UNP
Dorman's Doggie—w-hpt-orp—Frank Stack ..... RIP
***Dropouts**—dS-4c-pt-hps-tps-qps—Howard Post ..... UFS
Dumplings—d-4c-orp—Fred Lucky ..... LAT
E. Z. Wolf—w-hpt-orp—Ted Richards ..... RIP
Eb and Flo—dS-4c-hps-tps-pt-hpt-qpt-orp—Paul Sellers ..... UFS
Eek & Meek—d-4c2¼"-orp; S-hps-tps-qps-pt-orp-mat—Howie Schneider ..... NEA
Emmy Lou—dS-2c-hpt-pt-hps-tps-qps-orp—Marty Links ..... UFS
Fabulous Furry Freak Brothers—w-hpt-orp—Gilbert Shelton ..... RIP
Fat Freddy's Cat—w-hpt-orp—Gilbert Shelton ..... RIP
Ferd'nand—dS-4c"-hps-tps-pt-hpt-qps-orp—Dahl Mikkelsen ..... UFS
Figments—dexS-4c2"-mat-orp—Dale Hale ..... MAN
Flamingo—d-4c2½"-mat-orp—R. A. Roche ..... PF
***Flash Gordon**—d-4c; S-tps-hpt-mat-orp—Dan Barry ..... KFS
Flintstones—d-4c2¼"-orp-mat; S-hps-tps-pt-qps-orp-mat—Hanna-Barbera Productions ..... MCN
Frank and Ernest—d-4c2¼"-orp; S-tps-qpt-hpt orp-mat—Bob Thaves ..... NEA
Fred Bassett—d-4c-orp-mat; S-tps-hpt-orp-mat—Alex Graham ..... FNS
Freddy—d-4c-orp-mat; S-tps-hpt-orp-mat—Rupe ..... FNS
Funky Winkerbean—d-4c-orp-mat; S-tps-hpt-sph--orp mat—Tom Batiuk ..... FNS
Funland—S-hps-tps-pt-hpt-qps—Art Nugent ..... UFS
Funny Fizzles—S-tps-qps-hpt-orp-mat—William Nellor & James Molica ..... EF
Gabe and Loki—d-4c2"-mail-orp—Ross E. Bunch ..... TWN
Garth—d-4c-orp—Frank Bellemy ..... ITP
Gasoline Alley—d-4c-orp-S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spr-orp—Dick Moores ..... CTN
Gil Thorp—d-4c-orp—Jack Berrill ..... CTN
Good Earth Almanac—S-5c-hps-tps-qps-pt-orp-mat—Monte Burch ..... UNP
Gordo—dS-4c-hps-tps-pt-qps-orp—Gus Arriola ..... UFS
Grandpa's Boy—w-4c2"-orp—Brad Anderson ..... SM
Gran'pa Mac—d-4c2"-mail-orp—Jim McDaniels ..... TWN
Griffith Observatory—occ—Bill Griffith ..... RIP
Grubby—w-4c2"-orp—Warren Sattler ..... SM
***Gunner**—d-4c-mat-orp—Alfredo Grossi and Lucho Olivera ..... KFS
***Hager The Horrible**—d-4c; S-hps-tps-pt-qph-mat-orp—Dik Browne ..... KFS
Hardpan—w-2"x8"-orp—J. Griswold ..... GRI
Health Capsules—d-1c-orp—M. Petti, M.D. &Jud Hurd ..... UFS
Henny—dS-1c-orp-mat—Henny Youngman ..... FNS
***Henry**—d-4c; S-hps-tps-pt-hpt-qph; mat-orp—John Liney and Don Trachte ..... KFS
***Hi and Lois**—d-4c; S-hps-tps-pt-hpt-qph-mat-orp—Mort Walker and Dik Browne ..... KFS
Holiday Preparedness—ind-var-color—Staff ..... NEA
Hooray For Kids—w-hps-mail-orp—Shirlee Newman and Jean Corcoran ..... TWN
Howard The Duck Daily—dexS-3c2⅛"-orp—Gene Colan/Steve Gerber ..... RTS
Howard The Duck Sunday—S-hps-tps-qps-hpt-mat-orp—Gene Colan/Steve Gerber ..... RTS
***Hubert**—d-2c-4c; S-hpt-tps; mat-orp—Dick Wingert ..... KFS
***Inside Woody Allen**—d-4c; S-hps-tps-qps-hpt-pt-mat-orp—Joseph Marthen ..... KFS
Jack Knife and T. Spoon—dexS-2c7¾"-orp-mat—Sarge O'Neill ..... SOU
Jackson Twins—d-4c-2½"-orp-mat—Dick Brooks ..... MCN
Jest For Laffs—d-4c2"-mail-orp—Audie Bransford ..... TWN
Joe Palooka—d-4c¼"-orp-mat—Tony DiPreta ..... MCN
John Dough—tw-spv-mat-orp—Susan Wyatt ..... MCF
John M. Bogert Column—w-var-tps-ocr-orp—John M. Bogert ..... ICP
Johnny Wonder—S-hps-tps-pt-orp-mat—Dick Rogers ..... EF
Johnny Wonder—d-4c3"/2c6⅛"-orp-mat—Dick Rogers ..... EF
Judge Parker—d-4c-orp-mat; S-pt-hps-tps-qph-orp-mat—Dr. N. P. Dallis & Harold Le Doux ..... FNS
Jungle Jube O'Lee—d-4c2"-mail-orp—Woody Kimbrell ..... TWN
***Junior Whirl**—S-tps-hpt-color-ill-mat-orp—Hal Kaufman ..... KFS
Kelly & Duke—dS-d-4c2"; S-hps-tps-pt-qps-mat-orp—Jack Moore ..... UNP
Kerry Drake—d-4c/5c-orp-mat; S-hps-tps-qph-pt-orp-mat—Alfred Andriola ..... FNS
Lansky's Look—1tw-3½"x4"-orp-mail—Bernie Lansky ..... CNS
Lars And June—dexS-4c-orp-mat—Ray Rhamey ..... RAY
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
Life's Like That—d-2c-orp—Fred Neher ..... UFS
Li'l Abner—d-4c/5c-orp; S-ps-pt-hpt-tps-tpt-qps qpt-qph-sph-spv-orp—Al Capp ..... CTN
Little Farmer—w-4c2"-orp—Kern Pederson ..... SM

HOLLYWOOD COVER

Each week COLIN DANGAARD sits somewhere in the world with a superstar and asks the kind of questions your readers would give their right arm to ask.

He tapes answers and writes not for prizes, but for people. His language is simple, tight, visual.

And his photographs are exclusive, black and white, and in color for covers.

In just three years his 3,000-word weekly Hollywood package has become a centerboard for entertainment sections of newspapers whose total circulation exceeds 30 million.

If you want words for which readers will shed a subscription, if not a limb, contact:

COLIN DANGAARD
International Features
6254 Seadrift Cove
MALIBU, Ca., 90265
(213) 457 2996

Your readers deserve the best: SUBURBAN FEATURES

A complete service created especially for the weekly/suburban/community publication available camera-ready-and economical, including:

Thinking Slim by Jean Nidetch
Editorial Cartoon by Mike Gregory
Celebrity Parade by Cathy Post Field
Word Cage Puzzle by Tracy St. John
Family Physician by Dr. Price
This'n' That
Jolly Green Thumb by Mary Furey Crymes
Camping Family Style by the Bothwells
Behind the Seams Q&A by Peggy Bendel
Soap Opera Report
Samantha Reads Your Stars horoscope
Apt. Decorating by Jennifer Tahtinen
Save Time and Money by Ann Frances Dolan
The Mini-Gourmet by Shelia Sandy
Crossword Puzzle
Sgt. Stripes . . . Forever comic strip
Suburbia one-column comic panel
Our Ancestors, two-column comic panel
Plus Short Takes and news and feature photos

Suburban Features is the most comprehensive service available to weekly newspapers.

SUBURBAN FEATURES
(a division of NEA)
Contact: Bill Kennedy
1160 Rockville Pike, Rockville, MD
(301) 340-8891

CLASSIFICATIONS OF FEATURES

*Little Iodine—S-tps-hpt-qph-mat-orp—Bob Dunn and Hy Eisman ... KFS
Little Orphan Annie—d-4c/5c-orp: S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Harold Gray ... CTN
Lolly—d-4c-orp: S-ps-pt-hps-hpt-tps-tpt-qpt-qph-sph-spy-orp—Pete Hansen ... CTN
Long Stretch—d-2c4"-mail-orp—Harry Schwalb ... TWN
Lucky And Able—w-4c2"-mail-orp—Walter Pinter ... TWN
Luther—6tw-4c-orp—Brumsic Brandon, Jr. ... LAT
*Mandrake The Magician—d-4c-S-hpt-tps-mat-orp—Lee Falk and Fred Fredericks ... KFS
Mario's Avenue Of The Stars—w-var-ocr-orp—Mario Machado ... ICP
Mark Trail—d-4c-orp-mat: S-hps-tps-pt-qph-orp-mat—Ed Dodd ... FNS
Marmaduke—dS-2c-hps-tps-pt-hpt-qps-orp—Brad Anderson ... UFS
Marsh Mellows—6tw-7½"x21½"-orp-mail—Len Borozinski ... CNS
Mary Worth—4c-orp-mat. S-hps-tps-pt-qph-orp-mat—Allen & John Saunders and Ken Ernst ... FNS
Mickey Finn—d-4c2¼"-orp-mat—Morris Weiss ... MCN
*Mickey Mouse—d-4c. S-hps-tps-hpt-qph-mat-orp—Walt Disney ... KFS
Miss Peach—d-4c-orp-mat. S-tps-hpt-sph-orp-mat—Mell Lazarus ... FNS
*Mr. Abernathy—d-4c. S-tps-hpt-mat-orp—Ralston Jones and Frank Ridgeway ... KFS
Mixed Nut's—w-2c4"-mail-orp—Tony Marchese ... TWN
Modesty Blaise—6tw-4c-orp—Peter O'Donnell ... LAT
Momma—d-4c-orp-mat. S-tps-hpt-sph-mat-orp—Mell Lazarus ... FNS
Moon Mullins—d-4c-orp: S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Fred Johnson ... CTN
*Moose Miller—d-4c. tps-hpt-mat-orp—Bob Weber ... KFS
Motley's Crew—d-4c. S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Ben Templeton and Tom Forman ... CTN
Mrs. Murphy—d-w-1c2"-2c4"-mail-orp—Martin Duffy ... TWN
Ms Augusta—dexS-4c2"-mat-orp—Angus McGill & Dominic Poelsma ... UNP
Mutt & Jeff—d-4c2¼"-orp-mat. S-hps-tps-pt—Al Smith ... MCN
*Nancy—dS-4c 5c-pt-hps-tps-hpt-qps-orp—Ernie Bushmiller ... UFS
Nerds—occ-hpt-orp—Dave Shendan ... RIP
Norbert—d-4c-orp—George Fett ... UFS
*Nubbin—d-4c-mat-orp—James Burnett and Henry Boltinoff ... KFS
Off The Record Page—S-hps-tps-pt-sph-qps-hpt-spv-mat-orp—Ed Reed ... RTS
Omie the Sheik—w-1c2"-2c4"-mail-orp—Peter John Fugere ... TWN
On Stage—d-4c-orp. S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-orp—Leonard Starr ... CTN
Our Boarding House—S-hps-tps-pt-hpt-orp-mat—Les Carroll & Tom McCormick ... NEA
Out Our Way—S-hps-tps-pt-hpt-orp-mat—Ed Sullivan ... NEA
Outcasts—dexS-4c2¼"-orp—Ben Wicks ... TSS
*Peanuts—dS-4c 5c-hps-tps-pt-hpt-qps-orp—Charles M. Shulz ... UFS
Perkins—dexS-4c1¾"-orp—John Miles ... RTS
Pistachios—d-ps-orp-ill—Sematones ... SBP
*Ponytail—d S-d-2c. S-tps-hpt-mat-orp—Lee Holley ... KFS
Pookas—d-4c-orp—Paul Lowney ... LAT
*Popeye—d-4c. S-hps-tps-pt-mat-orp—Bud Sagendorf ... KFS
Pops—w-4c2"-orp—George Wolfe ... SM
*Prince Valiant—S-hps-tps-pt-mat-orp—Hal Foster ... KFS
Priscilla's Pop—d-4c2¼"-orp: S-hps-pts-pt-mat-orp—Al Vermeer ... NEA
Professor Phumble—d-4cx-mat-orp—Bill Yates ... KFS
P.S.—S-tps-orp—Jack Wohl ... LAT
Punk Rhymin—d-w-1c2"-2c4"-mail-orp—Larry Reed ... TWN
*Quincy—d-4c-mat-orp—Ted Shearer ... KFS
*Redeye—d-4c. S-tps-hpt-qph: mat-orp—Gordon Bess ... KFS
Rex Morgan, M.D.—d-4c-orp-mat. S-hps-tps-pt-qph-orp-mat—Dr. N. P. Dallis, Frank Eddington, Marvin P. Bradley ... FNS
Rick O Shay—d-4c-orp: S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spy-orp—Alcala Dern ... CTN
*Rip Kirby—d-4c-mat-orp—John Prentice and Fred Dickenson ... KFS
*Ripley's Believe It or Not—d-2c. S-hpt-tps-qph-mat-orp ... KFS
Rivets—d-4c-orp-mat: S-tps-hpt-orp—mat—George Sixta ... FNS
Rube From Trube—d-4c2"-mail-orp—Phyllis Maxwell ... TWN
Rudy—6tw-3½"x4"-orp-mail—Doug Borgstedt ... CNS
Rural Delivery—w-4c2"-orp—Al Smith ... SM
Saddle Sores—d-4c2"-mail-orp—George Albitz ... TWN
*Sam and Silo—d-4c. S-tps-qps-hpt-mat-orp—Jerry Dumas-Mort Walker ... KFS
Sam Scout—df-sph-orp—Mead-Lane ... WOR
Sandy Daily Comic—dexS-sph-orp-mat—James Unwin ... HPS
Sgt. Stripes . . . Forever—w-4c2"-orp-mail—Bill Howrilla ... SUB
*Scamp—d-4c. S-hpt-tps-mat-orp—Walt Disney ... KFS
Seaweed—d-4c2"-mail-orp—Johnny Sajem ... TWN
*Secret Agent Corrigan—d-4c-mat-orp—Al Williamson and Archie Goodwin ... KFS
Shoe—d-4c-orp: S-ps-pt-hps-hpt-hpv-tps-tpt-qps-qpt-qph-sph-spv-orp—Jeff MacNelly ... CTN
Short Ribs—d-4c1¾"-1c6½"-2c3¼"-orp: S-hps-tps-qps-pt-hpt-mat-orp—Frank Hill ... NEA
Show Biz—w-2c10"-orp-mail—Herb Bridges ... MOR
Sister Anne—d-w-1c2"-2c4"-mail-orp—Peter John Fugere ... TWN
Skipper—d-2c4"-mail-orp—Ron W. Stanfield ... TWN
Snappy Grammy—d-1c2"-2c4"-mail-orp—Lyle Sterrett ... TWN
Sovereign State of Affairs—w-4c2"-orp-mail—Boyd & Wood ... MOR
Splitsville—d-4c-orp—Frank Baginski ... LAT
Sportsville—d-1c2"-2c4"-mail-orp—Thomas E. Moran ... TWN
Stanley—dS-4c2"-hps-tps-qps-pt-hpt-orp-mat—Murray Ball ... UNP
*Steve Canyon—d-4c 5c. S-hps-tps-pt-qph-mat-orp—Milton Caniff ... KFS
Steve Canyon—d-4c 5c-mat-orp. S-hps-tps-pt-qph-mat-orp—Milton Caniff ... FNS
Steve Roper—d-4c 5c-orp-mat: S-hps-tps-pt-qph-orp-mat—William Overgard & Allen and John Saunders ... FNS
Sugar—d-cont-w-4c2¼"-orp—Robert Gill ... NFS
Super Kat—w-4c2"-mail-orp—W. L. Harper ... PAL
Tank McNamara—dS-d-4c2": S-hps-tps-qps-hpt-mat-orp—Jeff Millar & Bill Hinds ... UNP
*Tarzan—dS-4c-hps-tps-pt-orp—Edgar Rice Burroughs ... UFS
The Amazing Spider-Man Daily—dexS-3c2¼"-orp—Stan Lee & John Romita ... RTS
The Amazing Spider-Man Page—S-hps-tps-qps-hpt-mat-orp—Stan Lee and John Romita ... RTS
The Astronits—d-4c2"-orp—Pat Anderson ... AND
The Bamstormers—dexS-1c2"-2c2"-mail-orp—Frank Tabor ... TWN
The Better Half Page—S-qps-sph-spv-pt-htp-tps-mat-orp—Ruth Barnes ... RTS
The Born Loser—d-4c2¼"-orp: S-hps-tps-qps-pt-orp-mat—Art Sansom ... NEA
The Bosleys—S-4c-hpt-tps-orp—John Stees ... UFS
The Chargers—d-4c2"-mail-orp—Ross E. Bunch ... TWN
The Circus of P. T. Bimbo—d-4c2¼"-orp: S-hps-tps-qps-pt-orp-mat—Howie Schneider ... EF
The Family Circus Daily—d-2c3"-orp—Bill Keane ... RTS
The Family Circus Page—S-tps-hpt-qps-mat-orp—Bill Keane ... RTS
*The Flop Family—d-4c-mat-orp—George O. Swanson ... KFS
The Hawk—d-4c2½"-mat-orp—Rod Maxwell ... PF
*The Heart Of Juliet Jones—3-4c. S-hpt-tps-qph-mat-orp—Stan Drake ... KFS
*The Katzenjammer Kids—S-tps-hpt-mat-orp—Mike Senich ... KFS
*The Little Women—d-1c/2c. S-hpt-tps-mat-orp—Don Tobin ... KFS
*The Lockhorns—d-2c. S-tps-hpt-mat-orp—William P. Hoest ... KFS
The Missing Links—dexS-4c2"-orp-mail—Holly Fuller ... CWF
*The Phantom—d-4c. S-hps-tps-pt-qph-mat-orp—Lee Falk and Seymour Barry ... KFS
The Ryatts—d-4c-orp-mat: S-hpt-tps-orp-mat—Jack Elrod ... FNS
The Small Society—d-3c5 10/16"-4c7¼": S-pt-tps-hpt-mat-igp—Morne Brickman ... WSS
The Small Society—d-3c 4c. S-tps-hpt-mat-orp—Morne Brickman ... KFS
The Smith Family—d-4c7": S-tps-qps-mat-igp—George Smith ... WSS
The Sons of Liberty—dexS-4c2"-orp—Richard Lynn ... LYN
The Virtue of Vera Valliant—dS-4c-hps-tps-hpt-pt-orp—Stan Lee and Frank Springer ... LAT
The Wizard of Id—d-4c-orp-mat. S-hps-tps-pt-hpt-qph—Brant Parker & Johnny Hart ... FNS
*They'll Do It Every Time—dS-d-2c. S-hps-tps-pt-mat-orp—Bob Dunn & Al Scaduto ... KFS
This Week In Astrology—S-hps-tps-tp-qps-orp-mat—Bernice Bede Osol & Elmarine Hanratty ... NEA
Those Were The Days—w-4c7"-orp—Art Beeman ... SM
Thumbnails—6tw-2c-orp-mail—Bob Englehart ... CNS
Tid-Bits—d-w-1c2"-2c4"-mail-orp—Charles H. Dennis ... TWN
*Tiger—d-4c. S-tps-hpt-qph-mat-orp—Bud Blake ... KFS
*Tim Tyer's Luck—d-4c-mat-orp—James R. Young ... KFS
T.J.—d-4c2"-mail-orp—Clint Harman ... TWN
Toby & Tulip—dS-var-orp—Charlie Folds & Wayne Chandler ... TTI
Tornado—sea-4c2¼"-orp—Rick Wilson ... WLS
*Treasury of Classic Tales—S-hps-tps-pt-mat-orp—Walt Disney ... KFS
*Trudy—ds-d-2c. S-tps-hpt-mat-orp—Jerry Marcus ... KFS
Tumbleweeds—dS-4c-tps-hpt-qph-orp—Tom K. Ryan ... UFS
Twitch The Witch—w-4c2"-orp—Howard Rands ... SM
Uncle Charlie—d-4c7 10/16"-mat-igp—Peter Laing ... WSS
U—Nutty Nations—d-4c2"-mail-orp—Tom Kukic ... TWN
Ward'n Gord—w-4cx2¾"-orp—Paul E. Ticknor ... WNG
Wee Pals—dS-4c-tps-hpt-orp—Morrie Turner ... UFS
Winnie Winkle—d-4c-orp. S-ps-pt-hps-hpt-tps-tpt-qps-qpt-qph-sph-spv-orp—Max Van Bibber & Henry Raduta ... CTN
Winnie Witch and the Giant Patatoe—dS-D-4c2": S-pt-hps-hpt-tps-qps-orp-mail—Adamakos & Rogers ... CWF
Winthrop—d-4c2¼"-orp: S-hps-tps-pt-mat-orp—Dick Cavalli ... NEA
Wonder Wart Hog—w-hpt-orp—Gilbert Shelton ... RIP
Wonderword—dS-2c-hpt-tps-orp—Joe Ouellet ... LAT
Woodsies—d-c2"-mail-orp—Robin ... TWN
Wordsmith—dS-d-4c2": S-hpt-hps-tps-pt-qps: mat-orp—Tim Menees ... UNP
Wright Angles—d-4c2¼"-orp. S-hps-tps-qps-pt-orp-mat—Larry Wright ... EF
Yankee Doodles—d-orp—Ben Templeton ... LAT
Yogi—S-hps-tps-pt-qps-orp-mat—Hanna-Barbera Productions ... MCN
Ziggy—dS-2c4"-hps-tps-qps-hpt-orp-mat—Tom Wilson ... UNP
Zoonies—d-2c3"-orp: S-tps-qps-hpt-orp-mat—Craig Leggett ... NEA-EF

CULTURAL

Art, Entertainment, Literature Poetry, Theatre (See Columns—Classification No. 11)

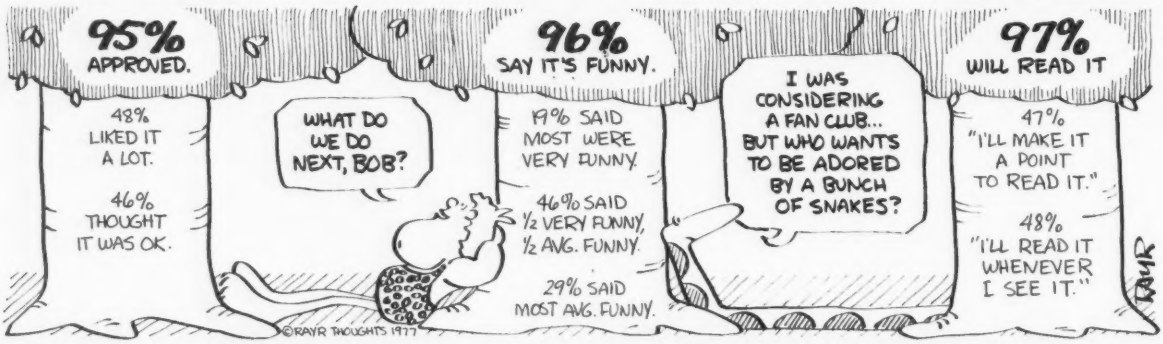
13—EDITORIAL (TEXT)

A Conservative View—3tw-750-mim—James J. Kilpatrick ... WSS
A Good Book To Read—d-w-500/1000-man—Martin J. Ross ... LAW
A Good Idea—4tm-700-xerox-mail—Mike LeFan ... LEF
A Liberal View—3tw-450-mim-ocr—George Mair ... LAT
A Woman's View of Foreign Affairs—w-800-man-mail-igp—Trudy Mulcahy Howard ... HOW
A Word Edgewise—2tw-Lc-ocr-wire—John P. Roche ... KFS
Affairs Of State—2ps-mail—Fred W. Kline ... CAP
An Editor's Outlook—w-800-mim-ocr—Jenkin Lloyd Jones ... LAT
Another Look—2tw-550-oct—Robert Yoakum ... YKM
Art Buchwald column—tw-700-ocr-mim-wire—Art Buchwald ... LAT
Ask Almyra—w-350-mail-orp—Jocelyn Loebl ... TWN
Assignment: America—3tw-Lc-ocr-wire—Phyllis Battelle ... KFS
At Large—sw-750-wire-xerox—Ellen Goodman ... WPW
Before You Buy—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Margaret Dana ... UFS
Behind the Scenes at the United Nations—w-spv-var-mim—David Horowitz ... WUP
Between the Lines—2-650-xerox—Edith Kermit Roosevelt ... ROO
Black Bi-Weekly News From Encore—fn-800/1000-orp-mail—Encore Staff Writers ... PRI
Black News Report—dw-10,000-mim-tt-telex—Staff ... BPS
By No Means Neutral—w-600-mim-ocr-wire—Ernest B. Furgurson ... LAT
Canadian Comment—w-500-orp-mail—Peter Ward ... SUB
Capital Fare—dexfn-sat-S-600-mim—Andrew Tully ... MCN
Carl Rowan—tw-800-wire-ocr—Carl T. Rowan ... FNS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ... RTS

If you listen to readers, you'll hear the next Superstrip coming.

LARS AND JUNE

by Ray Rhamey



Write now for details & copious samples: **RAYR THOUGHTS, 38 S. Kerwood, Palatine IL 60067.**

City Editor's Tip Service—w-var-mim—John Clift ..... LAT
Consumer's Question Box—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Margaret Dana ..... UFS
Continental Diary—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Noel Anthony ..... NANA
Conversation Pieces—tw-spv-orp-mail—Wm. A. Leavell ..... ERS
Criswell Predicts—wknd-500-orp—By Criswell ..... MCN
Daily Investor—5tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Don Campbell ..... UFS
Dalton Camp—w-700-mim—Dalton Cramp ..... TSS
Dan Carlinsky Column (Various titles)—ocr-var-xerox—Dan Carlinsky ..... CAR
Dateline: Europe—3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Karol C. Thaler ..... NANA
Dateline: Jerusalem—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sigismund Goren ..... NANA
Dateline: Moscow—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Albert Axelbank ..... NANA
Dateline: New York—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Alan Tigay ..... NANA
Dateline: Paris—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Leo Ryan ..... NANA
Dateline: U.N.—w-600-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Louis Halasz ..... NANA
David S. Broder Column—sw-750-xerox-wire—David S. Broder ..... WPW
Denis Warner Column—w-500-ocr—Denis Warner ..... RTS
Diplomatic Pouch—occ-var-telex-mail—Various authors ..... FRY
Economic Impact—sw-750-wire-xerox—Hobart Rowen ..... WPW
Editorial Service—tw-1300-mim—Staff ..... TAB
Editorials—w-var-orp—Edward H. Sims & Staff ..... EDC
Etc. & P.S.—eom-300-man—Irma Ganz Miller ..... SA
Eugene McCarthy Column—w-800-mim—Eugene McCarthy ..... WSS
Everyday Editorials—5tw-1,800-mim—Monte F. Bourially and Staff ..... GLS
Family Features—ind-ps-orp-igp-ing-mail—Various Authors ..... FAM
Family Finance—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Betty Yarmon ..... WNS
For The Consumer—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sydney Margolius ..... WNS
Foreign Editors Say—fn 500-xerox-mail ..... AWP
Gemini News Service—2tw-var-mim ..... ITP
George F. Will Column—sw-750-wire-xerox—George F. Will ..... WPW
Georgie Anne Geyer Column—tw-600-mim-ocr-wire—Georgie Anne Geyer ..... LAT
Gus Tyler—3tw-600-mail-mim-Lc-orp-ocr-wire-tts-tape-tel—Gus Tyler ..... UFS
Harriet Van Horne Column—tw-700-mim-ocr—Harriet Van Horne ..... LAT
Harris Survey—2tw-800-ocr-wire—Louis Harris ..... CTN
Henry J. Taylor—3tw-700-mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Henry J. Taylor ..... UFS
Holiday Preparedness—ind-var-color—Staff ..... NEA
Holmes Alexander Column—dexfn-sat-S-600-mim—Holmes Alexander ..... MCN
Human Behavior Report—3tw-500-ocr—Staff ..... MAN
If It Fitz—tw-500-mim-ocr-wire—Jim Fitzgerald ..... LAT
Illusions & Realities—sw-750-mim—Michael Novak ..... WSS
In America—occ-1000-ocr-orp-tape-mail-wire—Various Authors ..... NEA
In Washington—6tw-700-ocr-orp-tape-mail-wire—Martha Angle/Robert Walters ..... NEA
In Washington—tw-600-mim-ocr-wire—Ron Hendren ..... LAT
In The Public Interest—w-750-ocr—Ralph Nader ..... RTS
Inside Religion—wknd-400-mim—Rev.Lester Kinsolving ..... MCN
Inside Report—5tw-800-wire-ocr—Rowland Evans & Robert Novak ..... FNS
Inside Washington—tw-800-ocr-wire—Robert S. Allen ..... FNS
In-Sights—tw-600-ocr—Dr. Walter Menninger ..... UNP
Insight—w-450-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—John Wykert ..... NANA
International Decade of Women and its Hidden Politics—w-var-man-igp—Trudy Mulcahy Howard ..... HOW
Interpretive Report—2tw-750-ocr—Stanley Karnow ..... RTS
Investigators—3tw-600-mim-ocr-wire—Jack Cloherty/Bob Owens ..... LAT
Isn't It The Truth!—d-500-orp—Carl Riblet Jr. ..... INO
***Jack Anderson's Weekly Special**—w-750-orp-ocr-tape-mim-Lc-wire-tts-tel-mail—Jack Anderson ..... UFS
Janeway Capsule—5tw-100-wire-telex—Eliot Janeway ..... CTN
Janeway Economic Service—3tw-800-ocr-wire—Eliot Janeway ..... CTN
Jeffrey Hart—3tw-Lc-ocr-wire—Jeffrey Hart ..... KFS
Jesse Jackson Column—w-750-mim-ocr-wire—Jesse Jackson ..... LAT
***Jim Bishop: Reporter**—3tw-Lc-orp-ocr-wire—Jim Bishop ..... KPS
John D. Lofton, Jr.—3tw-700-mail-mim-Lc-ocr-tape-orp-wire-tts-tel—John D. Lofton, Jr. ..... UFS
J. F. terHorst—tw-600-ocr—J. F. terHorst ..... UNP
Keep Off The Grass—w-spv-orp-mail—Wm. A. Leavell ..... ERS
Kevin P. Phillips—4tw-Lc-ocr-wire—Kevin P. Phillips ..... KFS
***Kingsbury Smith**—1tw-Lc-ocr-wire—Joe Kingsbury Smith ..... KFS
Knight News Wire—7tw-var-wire ..... CTN
Kohlmeier Column—3tw-700-ocr-wire—Louis Kohlmeier ..... CTN
Letters From Dad—d/w-500/1000-man—Martin J. Ross ..... LAW
Life/Style Midweek feature package—w-14,000-tt-orp—Staff ..... UPI
London Daily Mail Evening New News Service—5tw-var-mail-Lc-igp ..... ITP
London Daily Mirror News Service—5tw-var-mail-Lc-igp ..... ITP
London Sunday Mirror News Service—w-var-mail-Lc-igp ..... ITP
London Sunday People Features—w-var-mail-Lc-igp ..... ITP
Louis Rukeyser Column—3tw-700-mim—Louis Rukeyser ..... MCN
Low Down from the Congressional Record—w-500-man—Joe Crump ..... CRU
M. Stanton Evans Column—tw-700-mim-ocr-wire—M. Stanton Evans ..... LAT
Marianne Means' Washington—3tw-Lc-ocr-wire—Marianne Means ..... KFS
Mark Russell Column—4tw-150-ocr-mim-wire—Mark Russell ..... LAT
Mark My Words—3tw-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jim Fiebig ..... UFS
Mary McGrory Column—4tw-800-mim—Mary McGrory ..... WSS
Max Lerner Column—tw-700-mim-ocr-wire—Max Lerner ..... LAT
Max Rafferty Column—2tw-500-ocr mim-wire—Max Rafferty ..... LAT
Minority News Report—d&w-10,000-mim-tts-telex—Staff ..... BPS
Mirrors of Washington—w-700-mim-ocr-tape-orp-Lc-wire-tt-mail-tel—Isabelle Shelton ..... NANA
Monthly news packet—m-16,000-mim-igp-mail—Staff ..... PRA
Morrie Ryskind Column—sw-750-mim—Morrie Ryskind ..... WSS
Mutual Funds—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Don Campbell ..... UFS
NANA News Service—d-var-mim-ocr-orp-Lc-mail-wire-tts-tel ..... NANA
NANA Pony Service—w-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... NANA
National Security Affairs—w-600-mim-ocr-wire—Gen. Ira C. Eaker ..... LAT
National Whirligig—3tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Ernest Cuneo ..... NANA
New Society/New Scientist News-Features—w-var-mail-Lc ..... ITP
News Business—w-750-wire-xerox—Charles B. Seib ..... WPW
News Focus—4tw-875-wire-ocr—Charles Bartlett ..... FNS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Newsweek—w-500/2000-orp-igp-telex—Various ..... NIES
Newsweek International Features—w-500/2000-xerox-mail—Various ..... NIES
Nick Thimmesch Column—tw-700-mim-ocr-wire—Nick Thimmesch ..... LAT
Nicholas von Hoffman—3tw-Lc-ocr-wire—Nicholas von Hoffman ..... KFS
Norman Cousins Column—w-750-mim-ocr-wire—Norman Cousins ..... LAT
Norton Mockridge—3tw-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Norton Mockridge ..... UFS
Oakley's Commentary—5tw-200/300-orp-tape-ocr-mail-wire—Don Oakley ..... NEA
Of Arms and Men—2tw-600-mim-ocr-orp-Lc-wire-tape-tts-tel—Col. Robert D. Heinl ..... NANA
On Being Black—w-600-mim—Sandra Haggerty ..... LAT
On Crime—w-750-ocr—J. Robert Nash ..... RTS
On The Other Hand—tw-1500-Lc-igp-ocr-orp—John Douglas Paulus ..... MCF
On The Right—3tw-750-mim—William F. Buckley, Jr. ..... WSS
One Woman's Voice—S-750-mim-Various ..... NYT
One Woman's Voice—w-750-orp-mail—Various Authors ..... PRI
Op-Ed—d-var-orp—Various Authors ..... NYT
Op Ed—occ-var-orp-tape-ocr-mail-wire—Various Authors ..... NEA
Ottawa Report—3tw-750-mim—Richard Gwyn ..... TSS
Our Environment—sw-800-mail—Ed Flattau ..... ART
Outrider—tw-600-ocr—Gary Wills ..... UNP
Paul Harvey News—tw-500-mim-ocr-wire—Paul Harvey ..... LAT
People and Values—tw-600-ocr—Andrew Greeley ..... UNP
Politics Today—6tw-750-ocr-wire—Jack Germond/Jules Witcover ..... CTN
Potomac Ethics—2tw-400-mim—Les Kinsolving ..... MCN
Reader Specials—m-ill-Lc-ocr-wire—Various Authors ..... KFS
Robert J. Wagman—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
Rock-Pop—d/S/w/tw-2c8"/600-orp-igp-Lc-xerox-mail—James Riordan ..... UNP
Rod McKuen—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Rod McKuen ..... NANA
Ronald Reagan—w-Lc-ocr-wire—Ronald Reagan ..... KFS
Roscoe Drummond Column—tw-700-mim-ocr-wire—Roscoe Drummond ..... LAT
Russia: The People & The Power—cont-1000-mim-ocr-ill—Robert S. Kaiser ..... LAT
Say It Straight—w-600-mim-ocr-orp-Lc-wire-tts-tape-tel—Victor Lasky ..... NANA
Selling To The Government—d-700-mim—Porter B. Williamson ..... MSC
Senator Soaper—d-300-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Bill Vaughan ..... NANA
Sidney Zion—w-600-mim-ocr-orp-Lc-tt-mail-wire-tape-tel—Sidney Zion ..... NANA
Stamp Investment Guide—w-650-man-igp-xerox-mail—Mark A. Kellner ..... KEL
Strictly Personal—5tw-500-ocr-wire—Sidney J. Harris ..... FNS
Sugar and Spice—dexS-30-xerox—Elinor K. Rose ..... AF
The Best of the Week—w-var-orp ..... AMW
The Conservative Advocate—tw-600-ocr—William Rusher ..... UNP
The Economy Today—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Herbert Stein ..... UFS
The Fearless Spectator—w-600-ocr—Charles McCabe ..... CHR
The Illiterate Journal—cont-var-xerox—Sanford C. Payne, Jr. ..... PAY
The Innocent Bystander—tw-600-ocr—Arthur Hoppe ..... CHR
The National Sampler—w-900-tt—Staff ..... UPI
The Plain Truth—sw-500-ocr—Garner Ted Armstrong ..... UNP
The Stamp Scene—w-650-man-igp-xerox-mail—Mark Allen Kellner ..... KEL
The View From The Top—w-500-ocr-igp—Milton Rockmore ..... ROC
The Wagner Column—sw-600-xerox—Philip Wagner ..... WAG
These Days—3tw-Lc-oct-wire—John Chamberlain ..... KFS
Tip Off—The Rip Off—w-var-xerox—Sylvia Cronin ..... CFS
Today's Chuckle—d-25-mim-ocr—Tom & Beulah Collins ..... LAT
Tom Braden Report—tw-700-ocr-mim-wire-tt-telex—Tom Braden ..... LAT
Trade Winds—d-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Lou Schneider ..... NANA
Virginia Payette—3tw-700-mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Virginia Payette ..... UFS
Washington Calling—2tw-700-orp-mail-Lc-wire-tape-tts-tel-ocr-mim—Marquis Childs ..... UFS
Washington Insight—tw-875-wire-ocr—Joseph Kraft ..... FNS
Washington Journal—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
***Washington Merry-Go-Round**—dS-750-orp-ocr-mim-tape-Lc-mail-wire-tts-tel—Jack Anderson ..... UFS
Washington Report—w-800-mim—Bogdan Kipling ..... TSS
Watch On Washington—w-1000-ocr—Clark Mollenhoff ..... RTS
Weekend Chuckle—w-1c-mim-ocr—Tom & Beulah Collins ..... LAT
Weekly Newspacket—w-14,000-mim-igp-mail—Staff ..... PRA
Westell's Canadian Report—w-750-mim—Anthony Westell ..... TSS
What's News—m-6pt-orp-mail—Wm. A. Leavell ..... ERS
Wilkins Column—w-500-ocr-Roy Wilkins ..... RTS
Will Rogers Says—5tw-varies-orp-ocr—Bryan Sterling ..... RTS
William Beecher—2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William Beecher ..... NANA
William Raspberry Column—sw-750-wire-xerox—William Raspberry ..... WPW
William L. Ryan—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William L. Ryan ..... NANA
WNS News Service—d-var-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel ..... WNS
World Heritage—wtm-1000-ocr-orp-Lc-mat—Nicholas Liacakos ..... MCF
World Horizons—Sunday feature package—S-12,000-tt—Staff ..... UPI
World In Focus, The—w-700/750-telex-mail—William R. Frye ..... FRY
Worth Repeating—d-25-ocr—Theron Liddle ..... RTS
Yost Column—w-800-telex-mail—Charles W. Yost ..... FRY

Cartoon comment four times weekly by Bruce Jorgensen.

the indelible inkworks

340 Orange Road Montclair, NJ 07042 201-746-5540

CLASSIFICATIONS OF FEATURES

14—EDITORIAL CARTOONS

Alexander's Local Cartoons—w-5x6½"/3½x4½"-orp—Jerry Alexander ALX
Another View—6tw-2c4"-orp—John Stees UFS
Art Poinier—6tw-3c7"-orp—Art Poinier UFS
Art's Gallery—dexS-2c5"-orp-mat—Art Finley UNP
Be A Good American by Hec—w-2c3⅞"-igp-mail—H. Everest "Hi" Clements HIC
Ben Wicks Cartoon—dS-1c3"/1½c4¾"-orp-mat—Ben Wicks SUN
Berry's World—d2c5½"-orp; S-tps-qps-hpt-orp—Jim Berry NEA
Blaine—3tw-3c/4c-orp—Blaine MIL
Broadsides—d-1c2½"/1½"c2¾"-orp—Charles Barsotti LAT
Buescher Editorial Cartoons—6tw-2c/3c-mat-orp—Alfred J. Buescher KFS
Caricatures—3tw-½/1c-orp-mail—Ralph Yoes CNS
Cartoon Comment on Illinois Affairs and Politics—w-3c6"-orp—Arthur A. Henrikson HEN
Cartooncatures—**w-2c/3c-orp-mat**—Sarge O'Neill SOU
Cartoons—w-var-orp—Dean McElhattan AMW
Cartoons—5tw-3c/4c-orp-mail—Doug Borgstedt CNS
Cartoons—4tw-3c-orp-mail—Ralph Yoes CNS
Cartoons—4tw-3c/4c-orp-mail—Bob Englehart CNS
Caucus—w-4c6"-orp—Hugo WWF
Celebrities Laugh—w-qpt-orp-ill—Misc. Cartoons OPS
Celebrities Speak—w-qpt-orp-ill—Misc. Authors OPS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Courtry Parson—dexS-1c4"-orp—Frank Clark RTS
C. P. Houston—5tw-3c6"/2c4"-orp—Clude Peterson RTS
David Simpson—4tw-4c5"-orp—David Simpson UFS
Dick Wright Editorial—3tw-3½c4¼"-orp—Dick Wright MCN
Did You Know?—d/w-2c4"-mail-orp—Ed Wilkins TWN
DIGGS—w-hpt-orp—R.Diggs RIP
Don Hesse Cartoon—5tw-3c6½"-orp—Don Hesse LAT
Don Wright Cartoons—4tw-7c4"-orp—Don Wright NYT
Donato Daily—tw-3c7½"-orp-mat—Andy Donato SUN
Donato Weekly—1tw-orp-mat—Andy Donato SUN
Ed Fischer Editorial Panel—dexSat/S-3c6"-orp—Ed Fischer MCN
Editorial Art—w-var-igp—Ib Ohlsson NIES
Editorial Cartoon—w-2c4/3c6½"-orp-mail—Boyd & Wood MOR
Editorial Cartoon—sw-orp—Henry McCam SCS
Editorial Cartoon—w-2c4½"/3c6½"-orp—Dick Hodgins, Sr. SM
Editorial Cartoon—w-2c4¼"-orp-mat—Staff CSP
Editorial Cartoon—w-3c4"-orp-mat—Staff CSP
Editorial Cartoon—5tw-4c-orp—Jeff MacNelly CTN
Editorial Cartoon—5tw-3c/4c-orp—Wayne Stayskal CTN
Editorial Cartoon—w-4c5"-orp—Noah Bee JTA
Editorial Cartoon—4tw-4c-orp—Bill Schorr CTN
Editorial Cartoon—dexS-3c/2c-orp—Milt Morris APN
Editorial Cartoon—w-3c7"-orp-mail—Mike Gregory SUB
Editorial Cartoon—w-3c6"/2c4"-ocr—Herc Ficklen AVA
Editorial Cartoon—d/w-3c7"/4c6"-mail-orp—Eddie Germano TWN
Editorial Cartoons—tw-var-orp-mail—Blaine MIL
Editorial Cartoons—tw-var-orp-mail—Doug Wright MIL
Editorial Cartoons—tw-var-orp-mail—Vance Rodewalt MIL
Editorial Cartoons—tw-var-orp-mail—Ed Uluschak MIL
Editorial Cartoons—d/w-3c7"/4c6"-mail-orp—Edmund Valtman TWN
Editorial Cartoons—d-orp—Staff BPS
Editorial Cartoons—d-3c6"-orp—Rick Wilson WLS
Elderman—eod-spv-orp-mat—Susan Wyatt &Roy Elderman MCF
Faces In The News—d-½c2"/1c3½"-igp-mat-mail—Frank C. Murphy DIS
Feiffer—w-5c-orp-mat—Jules Feiffer FNS
Fischetti—5tw-3c/4c-orp-mat—John Fischetti FNS
Gamble Cartoons—5tw-6"x8"-orp—Ed Gamble RTS
Gene Basset—5tw-4c4¼"/3c3¼"-orp—Gene Basset UFS
Graphic Commentary—w-4cG"-igp—Francis Brennan NIES
Graysmith—tw-4c6"-orp—Robert Graysmith CHR
Grondahl's Cartoons—w-4c6½"-orp—Calvin Grondahl NEA
Herblock—5tw-2c/3c-orp-mat—Herbert L. Block FNS
How To Take The Fun Out Of Driving—w-3c5"-orp-mail—Dick Harris HAA
Hugh Haynie Cartoon—5tw-3c8"-orp—Hugh Haynie LAT
Icarus—3tw-spv-mat-ocr-Lc—Nomides MCF
Jorgy Cartoon—4tw-3c4¾"-orp-mail—Bruce Jorgensen IND
Keeping-Up—dexS-2c5"-orp-mat—Bill Hamilton UNP
Kudlaty's Cartoon—occ-3c6¼"-orp—Ed Kudlaty NEA
Lane's Cartoons—5tw-3c6¼"-orp—John Lane NEA
Lou Grant Cartoon—5tw-3c7"-orp—Lou Grant LAT
Lurie—6-8tw-var-orp—Ranan Lurie KFS
MacPherson Cartoons—3tw-4c6"-orp—Duncan MacPherson TSS
Marlette's Editorial Cartoon—3tw-var-orp—Douglas Marlette KFS
Mauldin—5tw-2c/3c-orp-mat—Bill Mauldin FNS
Mike Peters—4tw-3c3½"/4c5"-orp—Mike Peters UFS
Mossprints—10tm-orp-mail—Geoffrey Moss WPW
Neal Peirce Column—w-800/1200-man-orp-ill-mail—Neal R. Peirce PNR
Pat Oliphant Cartoon—5tw-3c3"/4c4"-orp—Pat Oliphant LAT
Paul Conrad Cartoon—5tw-2c4"/3c6"-orp—Paul Conrad LAT
Pick Of Punch—6tw-2c4"-orp—Various LAT
R. Cobb—cont/tw-7"x7"-orp-mail—R. Cobb SAW
Religious Drawings—w/6tm-2c4¾"/3c6"-orp—Jack Hamm REL
Sanders—5tw-3c-mat-orp—Bill Sanders FNS
Scrawls Cartoons—w-3c6¼"/4c6¼"-orp—S. C. Rawls NEA
Sew Simple—w-500-ocr-orp—Eunice Farmer RTS
Sneyd Political Cartoons—5tw-2c3½"-orp—Doug Sneyd TSS
Taylor Jones Caricatures—5tw-4c-orp—Taylor Jones LAT
The Small Society—d-3c-4c; S-tps-hpt-mat-orp—Morrie Brickman KFS
These Days—3tw-Lc-ocr-wire—John Chamberlain KFS
Thoughs of Man—d-1c/1½c-orp—William Summers &Jim Ivey CTN
Tony Auth Cartoons—tw-orp-mail—Tony Auth WPW
Yardley Jones Cartoons—3tw-3c6"/3c8"-mail-orp—Yardley Jones CWF

Ecology
(See "Environment" No. 14B)

14A—EDUCATION

A Good Idea—m-450-man—Mike LeFan LEF
Ask Andy—6tw-400-mim-ocr-wire LAT
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Martin Alwyn NANA
Ask Aunt Madge—d-240/300-man—Mary Madge Saksena ASK
Be A Good American by Hec—w-2c3⅞"-igp-mail—H. Everest "Hi" Clements HIC
Bee Smart—w-7c4"-orp—John Prinkey FSF
Botony Boy—w-hps-mail-orp—David B. Wood TWN
Careers—tw-450-mim-ocr—Joyce Lain Kennedy SFI
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Commands For Your Success—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
Common Word Used in an Uncommon Way—Patricia Lavin LAV
Cut Your Own Taxes And Save—sea-var-ocr-orp-tape-mail-wire—Ray DeCrane NEA
Driver Ed & Edna—d/w-1c2"/2c4"-mail-orp—The Dintimans & Ross Bunche TWN
Education—wm-var-wire-telex-mail— R. I. Queen/B. A. Queen PWF
Education Today—w-500/600-tt—Patricia McCormack & Staff UPI
Holiday Preparedness—ind-var-color—Staff NEA
How Creative Are You?—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Be a Successful Manager—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Be A Winner—w-500/var-mim-man-LC-mail—Whitt N. Schultz KNF
How To Be Successful—w-500/var-mim man-Lc-mail—Whitt N. Schultz KNF
How To Build A Business—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Communicate Skillfully—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Develop Success Habits—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Develop Your Potential—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Improve Your Letterwriting Skills—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Motivate Yourself—w-500/var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Save T-i-m-e!—w-500-var-mim-man-Lc-mail—Whitt N. Schultz KNF
How To Sell Successfully By Mail—w-500/var-mim-man-Lc-mail—Whitt M. Schultz KNF
How To Solve Your Problems—w-500/var-mim-man-Lc-mail—Whitt N. Shultz KNF
How To Think Creatively—w-500/var-mim-man-Lc-Mail—Whitt N. Schultz KNF
Illustrated According to Guiness—desS-2c3"-orp-mat UNP
Inside TV—w-400-orp—Joey Sasso MCN
Insight—w-450-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—John Wykert NANA
Johnny Wonder—d-4c3"/2c6½"-orp; S-hps-tps-pt-mat-orp—Dick Rogers EF
Knight News Wire—7tw-var-wire CTN
Let's Do It Together—w-700-orp-mail—Dr. Dorothy Rubin PRI
Let's Make—w-2c4"-orp—Ben Corey HAR
Lost Capitols—w-200-mail-orp—Ruth Gash Taylor TWN
Max Rafferty Column—2tw-500-ocr-mim-wire LAT
Metric Facts—5tw-250-xerox-ill-mail—Lee Hutton CWF
Mini Page—dexS-5c14"-orp-mat—Betty Debnam UNP
Nothing But The Truth—w-2c5"-orp—Russ Arnold SM
Other Places Other Times—w-600-mail-orp—Thomas Riley TWN
PBS In the Spotlight—w-3c10"-orp TVC
Spot News Features—dwm-800/1000-var-wire-telex-mail—R. I. Queen/B. A. Queen PWF
Success Strategies For You!—w-500/var-mim-man-Lc-mail—Whitt N. Schultz— KNF
Susie Mac—5tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Val Winsey UFS
Teen Forum—4tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jean Adams UFS
Teen Scene—d-1c3"-orp—Ted Dee HAR
To Pick Up A Dull Conversation—w-250-mail-orp—Richard Bauman TWN
Uri Geller Column—w-600-mim—Uri Geller MCN
Who Started It?—w-250-mail-orp—Dorothy Liermark TWN
William Raspberry Column—sw-750-wire-xerox—William Raspberry WPW
Wisdom In The Street—sm-100/150-mim—Charles Rehms REH
Words In The News—w-50/100-mail-orp—M. J. Saperstein TWN
Words, Wit & Wisdom—6tw-500-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Wm. & Mary Morris UFS
Would You Believe—w-200-mail-orp—Robert W. Pelton TWN
Yankee Doodle Daily—w-d-4c4"-mail-orp—Charles F. Wills and Rosemary White TWN
You, Your Child, and Schod —w/5tw-500-mim—David Nydick DAN

14B—ENVIRONMENT ECOLOGY

At Large—sw-750-wire-xerox—Ellen Goodman WPW
Be A Good American by Hec—w-2c3⅞"-igp-mail—H. Everest "Hi" Clements HIC
Backyard Bonanza—w-400-mail-orp—Michelle Hickman TWN
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Consumer Contact—sw-500-ocr-xerox—Arthur Rowse CNI
Country View—w-600-mail-orp—Wendell Curtiss TWN
Energy-Environment Digest—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman & Sheldon Engelmayer NANA
Family Finance—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Betty Yarmon WNS
For The Consumer—2tw-600-mim-ocr-orp-Lc-wire-mail-tape-tel—Sidney Margolius WNS
Gale Robbins Column—w-ocr-orp—Gale Robbins ICP
Help-Mate—w-1200-ocr-xerox—Ann Rosenthal CNI
Good Earth Almanac—S-5c-pt-hps-tps-qps-mat-orp—Monte Burch UNP

FACES In The News

A New Series

by FRANK G. MURPHY

This is the magnet your news, editorial and op-ed pages need — the new fascinating flavor of the flying pen of Frank G. Murphy's timely Pen & Ink sketches of people prominent on the national & international scene . . . selected from our extensive file and up-to-the minute pictures.

Six faces a week, in ½c & 1c mats & photo-prints. Our background package of 24 faces supplied to new subscribers.

Dispatch News Service

156 FIFTH AVENUE NEW YORK, N.Y. 10010

JOHN J. WESTLEY, Editor & Manager (212) 682-6770

Home Guide—sea-bl-man ..... TAP
Knight News Wire—7tw-var-wire ..... CTN
Mr. Crabtree—w-3c5"-orp ..... ITP
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—Staff & Contributors ..... ESN
National Geographic News Features—sw-500/600-mim-ill—Various Authors ..... NGS
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Our Environment—S/w-800-mail—Ed Flatteau ..... ART
Psychoecology—5tw-750-mim-mail—Martin ..... SAW
Something Special—S-350/450-mim—Bonnie Papic ..... SSN
Speaking of Science—w-400-mim—Jim Murphy ..... UNI
The Mother Earth News—tw-700-orp-ocr—John Shuttleworth ..... RTS
The Nature of Things—dexS-2c5"-mat-orp—Geo. Wheeler & Phil Evans ..... WHE
William Raspberry Column—sw-750-wire-xerox—William Raspberry ..... WPW

FARMING
(See Gardening—Classification No. 19)

15—FASHIONS

A Good Book To Read—d/w-500/1000—Martin J. Ross ..... LAW
***A New You**—3tw-ill-mat-orp-Lc-ocr-wire—Emily Wilkens ..... KFS
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Women's Weekly—m-ps-orp-ill ..... OPS
Beauty Hints—w-600-mim—April Anastasi ..... ASC
Beauty Tips from Hollywood—w-500-orp—various show business personalities ..... SBP
Behind The Seams—w-450-orp-mail—Peggy Bendel ..... SUB
Cleo Magazine from Australia—n-ps-orp-ill ..... OPS
Clotheslines—w/5tw-750/150-mim-ocr-ill-wire—Marylou Luther ..... LAT
Daily News Record Service ..... FA
Family Features—ind-ps-orp-igp-mg-mail—Various Authors ..... FAM
Fashion & Fabrics—w-400-orp—Fannie Gleeson ..... MCN
Fashions—w-1c2"-orp—Mrs. Hugo Sims, Sr. ..... EDC
Fashions—w-igp—Dina Dellale ..... EPS
Fashion & Beauty Tips—w-var-orp-ocr-mail-wire—Staff ..... NEA
***Fashion Face and Figure**—w-var-mim-ocr-orp-Lc-wire-tts-tel-tape—Florence de Santis ..... UFS
Fashion 'n Figure—w-3c7"-Lc-mail—Paige Palmer ..... FAS
Footwear News ..... FA
Hair Care—w-3c2"-orp—Carole Bently ..... ITP
Holiday Preparedness—ind-var-color—Staff ..... NEA
Knight News Wire—7tw-var-wire ..... CTN
Lifestyles—3tw-750-mail-tape-orp-Lc-wire-tts-tel-mim-ocr-ill—Marian Christy ..... UFS
Look Smart—w-500-ign-orp-ocr—Harry Juster ..... RTS
Making It—w-600-ocr—John T. Molloy ..... SMP
Man To Man—w-600-mim-igp—Bill Thomas ..... CF
Men's Wear ..... FA
More Than Beauty—tw-600-ocr-igp—Betsy von Furstenberg ..... UNP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Now!—tw-1c7"-75-orp-ocr—Gene Loyd ..... RTS
Patterns & Needlework—S-pts-hpt-orp-mat—Staff ..... NEA
Patterns & Pointers—S-tps-pt-hpt-orp-Mat—Polly Kramer ..... NEA
Sew Biz (c)—w-600/700-mim-ill—Julia C. McCombs ..... COE
Sew What's New—w-500-ocr-ill—Sandra Kelly ..... UNP
Sew With Flair—w-500-ocr-ill—Sandra Betzina ..... CHR
Stitchin' Time (Sewing)—eow-400-orp-tape-ocr-ill-mail-wire—Joanne Schneber ..... NEA
Stitchin' Time (Knitting)—eow-400-ocr-orp-tape-mail-wire-ill—Judy Love ..... NEA
The Fashion Strip—w-100/500-igp-xerox—Ethel Burge ..... BUR
The Stage of Fashion—w-500-mail-orp—Princess Kay ..... TWN
Teen Scene—d-1c3"-orp—Ted Dee ..... HAR
What Next—w-var-orp-ill—Paul Hamlin ..... SPS
Winning the Age Game—ind-8,400-xerox—Gloria Heidi ..... DDS
Your Fashion Image—w-2c-var-xerox—Charlotte Wilkinson ..... YFI

FINANCIAL
(See "Business"—Classification No. 7)

16—FICTION

A Good Book To Read—d/w-500/1000-man—Martin J. Ross ..... LAW
Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—Various Authors ..... SBP
Best Sellers Showcase—dS-hps-tps-qps-pt-hpt-4c2"-orp-mat ..... UNP
Books-into-Serials—cont-man—Various Authors ..... CHA
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Daily Short Story—d-ps-orp-ill—misc. authors ..... OPS
Entertainment and The Arts—m-var-man-mim-mail—Stephen Ross ..... IMN
Famous Short Stories—w-250/2,000-orp—Various Authors ..... SBP
Fiction with DuBroff—w-750-xerox—Sidney DuBroff ..... GPL
Love Story—6ty-600-mail-orp—Faye Engler ..... TWN
Zane Grey's Best—w-ps-orp—Short Stories & Books ..... OPS

17-FILLERS

American Viewpoint—w-1c3"-ill-orp-mat—Staff ..... CSP
Army Funnies—w-var-man—Buddy Basch ..... BAS
Ask Aunt Madge—d-240/300-man—Mary Madge Saksena ..... ASK
Barbs—dexS-1c-var-orp-ill—Phil Pastoret ..... NEA
Beauty Bits—dS-50/75-mim-mail—Kathryn Amidon ..... WOR
Better Filler Service—w-40 items (2-7 lines), 10/35-orp—M. H. Smith, Mgr. ..... BFS
Between Us Girls—dexS-1c1"-xerox ..... AF
Biochart—dS-20/30 picas-orp—Ken Michaels ..... SUN
Briefs—w-1c10½"-orp—Staff ..... EDC
Bureaucratic Bumbling—w-mail-orp—Stu Pidity ..... TWN
Celebritee-Hees—w-var-man—Buddy Basch ..... BAS
Column Closers—dexS-1c-var-orp—Staff ..... NEA
Comic Dictionary—dS-10-ocr—Evan Esar ..... RTS
Consumer Contact—sw-500-ocr-xerox—Arthur Rowse ..... CNI
Continental Diary—w-700-mim-ocr-orp-Lc-mail-tape-wire-tt-tel—Noel Anthony ..... NANA
Dan Carlinsky Column (Various Titles)—occ-var-xerox—Dan Carlinsky ..... CAR
Distillates Of Random Thoughts—sm-100/200-mim—Charles Rehns ..... REH
Fact Or Fiction—Mark Twain "The Trouble With People is They Know Too Many Things That A'nt So" d-var-orp-xerox—S. Leonard Wadler ..... WAD
Filler—w-mail-orp—Mary Wallis ..... TWN
Fillers—d/w-100-mail-orp—Violet B. Rourke ..... TWN
Flashback Calendar—dS-1c1¼"-orp ..... AF
Glasserfied Directory—m-var-mim—Selma Glaser ..... GLA
Golden Gleams—w-1c4"-orp—Staff ..... EDC
Grass Roots Clippings—w-250-xerox—Kerwin Hoover ..... HTF
Happy Gardener—w-300-orp ..... MCN
Help-Mate—w-1200-ocr-xerox—Ann Rosenthal ..... CNI
Help Police!—w-var-man—Buddy Basch ..... BAS
Historical Fillers—1tw-600-orp-mail ..... CNS
Home Game—w-300-orp—Virginia Truax ..... MCN
Humoresque—w-100-mail-zerox—Don Alexander ..... ARU
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph. D. ..... RFS
Infernal Revenue—w-mail-orp—I. R. Ess ..... TWN
It's Fun In . . .—w-90-m-mail—Fritchie Saunders ..... HC
Jokes—ind-var-man—Buddy Basch ..... BAS
Ladies First—w-500-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Trixie Belmont ..... WNS
Laughable Laws—w-1c2"/2c4"mail-orp—Lee Gall ..... TWN
Liberation Legislation—w-mail-orp—Libby Ration ..... TWN
Medicine Chest—w-250-orp—H. Boswell York, R. Ph. ..... MCN
Mirrors of Washington—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Isabelle Shelton ..... NANA
National Geographic News Features—sw-500/600-mim-il—Various Authors ..... NGS
News Notes—w-2c8"-orp—Staff ..... EDC
News Views—w-1c7½"-orp—Staff & L. R. Hughes ..... EDC
Notes, Comment—w-1c14"-orp—Staff & E. H. Sims ..... EDC
Now You Know—dexS-50-tt—Staff ..... UPI
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Once Over Lightly—w-var-ocr-wire-mim—Robert Bendiner ..... NYT
One-Lining Sports—w-75-xerox-mail—Le Pacini ..... LEP
1001 Stolen Jokes, Fillers, Gagfile—cont-to order-xerox—Sanford C. Payne, Jr. ..... PAY
Otto Sez—dS-1c1"-mim—Frank Nickens ..... HPS
Orben's Comedy Fillers—m-var-orp—Robert Orben ..... COC
People Page—2tw-ps-ocr-orp-tape-mail-wire—Staff ..... NEA
Pet Rocks—dS-50-mim-mail—Staff ..... WOR
Pot Luck—w-100-mail-xerox—Don Alexander ..... ARU
Quote/Unquote—w-lc/var-orp-ill-tape-ocr-mail-wire—Various Authors ..... NEA
Robbins Filler Service—m-4,000-mim—Staff ..... ROB
Rock Trivia—d/S-w-tw-2c4"-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Rod McKuen—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Rob McKuen ..... NANA
Science Briefcase—w-800-mim-ocr-orp-wire-mail—Staff ..... ESN
Senator Soaper—d-300-mim-ocr-orp-Lc-tape-mail-wire-tt-tel—Sandy Teller ..... NANA
Short Takes—w-200-orp-mail—Staff ..... SUB
Shorts—dexS-lc/var-orp—Staff ..... NEA
Shorts & Fillers—w-ps-orp—Staff ..... APN
Sketches—d-100-mim—Ben Burroughs ..... LAT
Smiles—w-2c4"-orp—Staff ..... EDC
Snappy Filler Service—w-ps/5c-Lc-orp-mail—Staff ..... SFS
That's Life—w-var-man—Buddy Basch ..... BAS
The Best of the Week—w-var-orp ..... AMW
This Day In History—7tw-Lc-ocr ..... KFS
This 'n That—w-450-orp-mail—Barbara Allison ..... SUB
Thoughts—dexS-1c/var-orp-tape-ocr-mail-wire—Various ..... NEA
Timeless Fillers—1tw-600-orp-mail ..... CNS
Timeless Tidbits—w-var-orp ..... AMW
Today's Chuckle—d-25-mim-ocr—Tom & Beulah Collins ..... LAT
Trivia—w-1c14"-orp-mat—Staff ..... CSP
Washington Notes—w-2c8"-orp—Staff ..... EDC
What's Up—w-var-ocr-orp-tape-mail-wire—Staff ..... NEA
What's Your Problem?—w-500-mim-xerox—Linda Lawrence ..... RFS
Weekend Chuckle—w-lc-mim-ocr—Tom & Beulah Collins ..... LAT
Women's World—d-150-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Ins Hartman ..... WNS
Worth Repeating—d-25-ocr—Theron Liddle ..... RTS
World Almanac Facts—5tw-lc/var-orp-ill-mail—World Almanac Staff ..... NEA

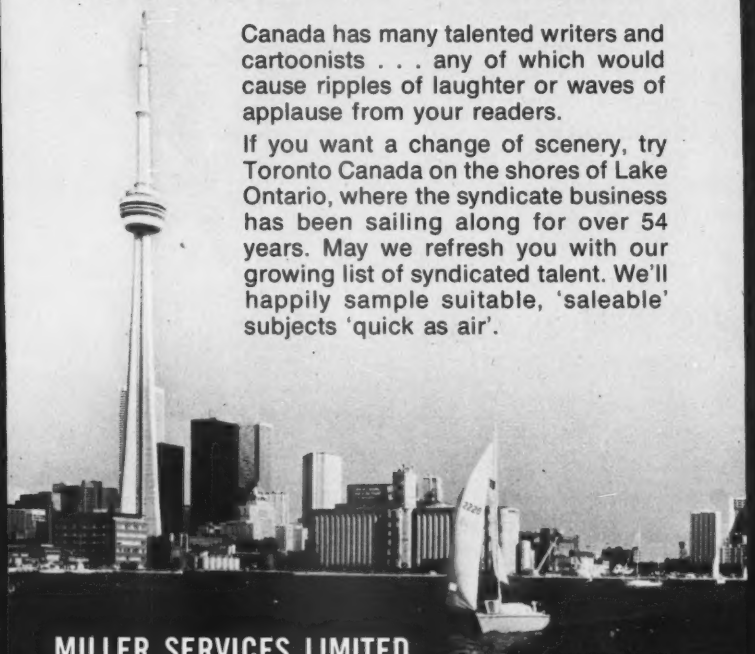
18—FOOD

All About Wine—2tw-500-Lc-wire—Ruth Ellen Church ..... CTN
Along The Food Trail—fn-600-orp-mim—The Bascomes ..... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ..... BA
Alphabet Soup—w-700-mim-mail—Barbara Burtoff ..... BRT
Around The House—w-var-mim—Jan Paul ..... PAU
Beard on Food—w-800-mim—James Beard ..... WSS
Beauty Hints—w-600-mim—April Anastasi ..... ASC
Bob Dana on Wine—w-500-orp—Bob Dana ..... NEW
Calorie Countdown—w-300-orp—Susan Duff Mastro ..... MCN
Careful Shopper—w-550-man-orp-igp-mail—Ross Williams ..... NRS
Carolyn's Collections—w-250-orp—Carolyn Anderson ..... AMW
Celebrity Cookbook—w-800/1200-mim-ocr-ill-wire—Johna Blinn ..... LAT
Celebrity Cookbook—w-600-mail-orp—Marsha Ryan ..... TWN
Celebrity Dining—w-600-mail-orp—Helen Naismith ..... TWN
Chef Marcia—w-600-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Marcia Burg ..... WNS
Christian Science Monitor News Service—5tw-varies-igp-orp-ocr ..... RTS
Clip 'N' Cook—1tw-3c3"-orp-mail ..... CNS
Colonial Kitchen Corner—w-200-mail-orp—Robert W. Pelton ..... TWN
Consumer Aids—w-550-man-orp-igp-mail—Virginia Mace ..... NRS
Cookin' With Moxie—w-500-mail-orp—D. B. Shaw ..... TWN
Cooking—w-200-mim—Norma Barash ..... JTA
Cooking Corner—1tw-600-igp-orp-mail—Various ..... CNS
Eat and Grow Younger—24 part series-2c15"-orp-ill—Lelord Kordel ..... SPE
Eat, Drink & Be Merry—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Robert J. Misch ..... WNS
Eat Right & Live Longer—12 part series-3c10"-orp-ill—Lelord Kordel ..... SPE
Eat Up and Slim Down—14 part series-3c10"-orp-ill—Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-2c15"-orp-ill—Lelord Kordel ..... SPE
Eating Right—w-750-mim—Ruth Fremes & Zak Sabry ..... TSS
Editorial Material & Pictures For Womens Pages ..... UOP
Eppie The Hostess's Helper—w-150-mail-orp—Helen Naismith ..... TWN

"A FRESH BREEZE FROM THE NORTH"

Canada has many talented writers and cartoonists . . . any of which would cause ripples of laughter or waves of applause from your readers.

If you want a change of scenery, try Toronto Canada on the shores of Lake Ontario, where the syndicate business has been sailing along for over 54 years. May we refresh you with our growing list of syndicated talent. We'll happily sample suitable, 'saleable' subjects 'quick as air'.



MILLER SERVICES LIMITED
45 Charles Street East, Toronto M4Y 1S6 (416) 925-4323
'The Original Name In Canadian Syndication'.

CLASSIFICATIONS OF FEATURES

Family Features—ind-ps-orp-igp-ing-mail—Various Authors .... FAM
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... SBP
Food—tw-700-wire—Craig Claiborne ..... NYT-NS
Food—w-igp—Peggy Read ..... EPS
Food And Agriculture Affairs—w-1000-ocr—Lauren Soth ..... RTS
Food & Fitness—w-700-mim-ocr-wire—Dr. Lawrence Power .... LAT
Food and Wine—m-var-man-mim-mail—Stephen Ross ..... IMN
Food for Americans—3tw-400-orp-ill-tape-ocr-mail-wire—
Aileen Claire ..... NEA
Food For Thought—3tw-mat-orp—Alice Denhoff ..... KFS
Food For Thought—2tw-700-ocr-wire—
Dr. Jean Mayer & Dr. Johanna Dwyer ..... CTN
Fun In The Kitchen—w/tw-2c6"-man-orp-mail—Michelle Christian RBN
Gourmet Laureate Of New Orleans—Blake-Stw-w-
2c8"-orp-mail—Christopher Blake ..... RBN
Gourmet's Notebook—m-500-xerox-mail—Rebecca Caruba ..... INP
Gourmet On A Budget—w-500-xerox—Sandal & Pritch English .. ENG
Growing Older With Sidney Ascher—w-600-mim—
Sidney Ascher ..... ASC
Holiday Preparedness—ind-var-color—Staff ..... NEA
Home Game—w-300-orp—Virginia Truax ..... MCN
In Good Spirits—w-600-mail-orp—Ariel Winters ..... TWN
Kitchen Sampler—w-600-mim—Jane Mengenhauser ..... KSS
Knight News Wire—7tw-var-wire ..... CTN
Let's Ask The Cook—3tw-500-ocr—Carol McGarvey ..... RTS
"Living Today—6tw-orp-ill-mat—Joan O'Sullivan ..... KFS
Maddox Column—w-400-orp-tape-ocr-mail-wire-ill—
Gaynor Maddox ..... NEA
McCrane Food Page—w-ps-orp-igp—Jamie Crane ..... ICP
More For Your Money—4tm-300-2c6"-orp-xerox-mail—
Mike LeFan ..... LEF
National Geographic News Features—sw-
500/600-mim-ill—Various Authors ..... NGS
Natural Foods—w-500-mim-ocr-wire—Susan Dart ..... LAT
Newfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Nutrition Cookbook—w-orp—Philomena Corradeno ..... KFS
Of Cabbages & Kings—w-600-mail-orp—John Lee ..... TWN
On Wines—w-ill-orp—Bill Sonstein ..... SON
Recipe—w-1c6"-orp—Sarah Ann Shendan ..... EDC
Slim Gourmet—3tw-500-mim-orp-Lc-mail-wire-ocr-tape-
tts-tel—Barbara Gibbons ..... UFS
Something Special—S-350/450-mim—Bonnie Papic ..... SSN
Tasty Tales—sm-200/250-mim—Charles Rehns ..... REH
The Butcher—w-800-ocr-ill—Merle Ellis ..... CHR
The Happy Gastronome—w-600-mail-orp—Sally Tager ..... TWN
The Mini-Gourmet—w-450-orp-mail—Shelia Sandy ..... SUB
The Wine Drinker—1tw-500-ocr-orp-mail—Tom Gable ..... CNS
The Wine Rack—w-300-orp—Mary McGrath ..... MCN
The Winetaster—w-600-xerox-mail—Mary Lester ..... LES
Thinking Slim—w-500-orp-mail—Jean Nidetch ..... SUB
Those Natural Foods—w-500-mim-mail—Ethel Renwick ..... WOR
Tips On Tables—w-500-mim—Ray Wilson ..... NEW
What's Cooking—w-600-mail-orp—Marjorie Forte ..... TWN
Wine Connoisseur—w-700-mim-ocr—Robert Lawrence Balzer ... LAT
Wine Primer—w-600-orp—Mark Pugner ..... TAG

19—GARDENING FARMING

AG Roundup—w-2ps-mail—Capitol News Service ..... CAP
Around the Garden—w-600-xerox—Joan Lee Faust ..... NYT
Around The House—w-var-mim—Jan Paul ..... PAU
Backyard Bonanza—w-400-mail-orp—Michelle Hickman ..... TWN
Backyard Bounty—w-450-xerox—Jan Riggenbach ..... JAN
Backyard Gardener—1tw-500/650-ocr-orp-mail—Patrick Denton CNS
Careful Shopper—w-550-man-orp-igp-mail—Ross Williams .... NRS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Consumer Aids—w-550-man-orp-igp-mail—Virginia Mace .... NRS
Country View—w-600-mail-orp—Wendell Curtiss ..... TWN
Dear Mother Earth—6tw-250-mim-ocr-ill-wire—Joel & Lynn Rapp LAT
Do-It Yourself—w-var-ocr-igp—Steve Ellingson ..... VB
Down To Earth—w-600-mim-igp—Walter Masson ..... DTE
Family Features—ind-ps-orp-igp-ing-mail—Various Authors ... FAM
Food And Agriculture Affairs—w-1000-ocr—Lauren Soth .... RTS
Fun and Fact—d/w-1c2"/2cu"-mail-orp—David B. Wood ..... TWN
Gardening by Astrology—m/w-500/var-man—by Flora ..... AST
Gardening Series—sea-var-orp-ill-tape-ocr-mail-wire—
Allan A. Swenson ..... NEA
Good Earth Almanac—S-hps-tps-qps-pt-5c-orp-mat—
Monte Burch ..... UNP
Green Talk—w-750-xerox-igp-mail—Jud Arnold ..... CWF
Happy Gardener—w-300-orp ..... MCN
Home Guide—sea-bl-man ..... TAP
Homegrown—w-600-mim-ocr-ill—Terri Gabriel ..... LAT
Indoor Gardening—w-2c/500-ocr-ilm-wire—Jane Adler ..... FNS
Indoor Gardening—w-500-mim-ill—Gay Nightingale ..... ITP
It's Your Landscape—w-2c/600-ocr-ilm-wire—George E. Creed . FNS
Jolly Green Thumb—w-450-orp-mail—Mary Furey Crymes .... SUB
Miracle Gardening—w-500-orp-igp color—J. Finletter ..... SBP
Mr. Crabtree—w-3c5"-orp ..... ITP
Mr. Digwell—2tw-3c2"-orp ..... ITP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
On Gardening—w-600-mim—John Bradshaw ..... SUN
On The Farm Front—3tw-500-tt—Bernard Brenner ..... UPI
Plants In The Home—w-Lc-ocr-ill-wire—Elvin McDonald ..... KFS
Polly's Pointers—5tw-450-orp-tape-ocr-ill-mail-wire-S-tps-pt-
hpt-orp-mat—Polly Cramer ..... NEA
The Green Thumb Garden Column—w-600-Lc—
George & Katy Abraham ..... TGT
The Green Thumb Question Box—w-600-Lc—
George & Katy Abraham ..... TGT
The Part Time Gardener—w-500/600-igp—James B. Nelson ... FNI
Your Green Thumb—w-500-mail-orp—Dennis Cleary ..... TWN

GRAPHOLOGY
(See "Astrology"—Classification No. 1)

20—HEALTH

A Problem Today—w-150-orp—Ida Nettleton ..... SBP
Aid For The Handicapped—sm-200/250-mim—Charles Rehns . REH
Allen W. Mathies, Jr., M.D.-Column—w-var-ocr-orp—
Allen W. Mathies, Jr., M.D. ..... ICP
Ask Dr. Landau—tw-400-mim-ocr—Miriam Landau ..... LAT
Ask The Doctor—1tw-350/500-ocr-orp-mail—Dr. William Goldwag CNS
Behind The Scene—w-500-mail-orp—Virgil W. Dorweiler ..... TWN
Best Cartoons from Europe—d/w-var-orp—Various Cartoonists .. SBP
Braintwister—w/S-ps-orp—Amery Brown ..... OPS
Calorie Countdown—w-300-orp—Susan Duff Mastro ..... MCN
Consumer Aids—w-550-man-orp-igp-mail—Virginia Mace ..... NRS
Consumer Contact—sw-500-ocr-xerox—Arthur Rowse ..... CNI
Dan Carlinsky Column (Various Titles)—occ-var-
xerox—Dan Carlinsky ..... CAR
Dieting Can Be Fun—w-600-mail-orp—
Paul Gerber, M.D./A. B. Gerber, J.D. ..... TWN
Dr. Jock—w-800-ocr-wire—Dr. David Bachman ..... CTN
Dr. Lee Salk's Column—2tw-750-ocr-wire—Dr. Lee Salk ..... FNS
Dr. Neil Solomon—6tw-500-mim-ocr-wire—
Neil Solomon, M.D., Ph.D ..... LAT
Drug Abuses—w-500-mail-orp—Irene Konig ..... TWN
Drugs Your Doctor Prescribes—w-400/800-mim-ocr-wire—
John Brennan ..... LAT
Eat And Grow Younger—24-part series-2c15"-orp-ill—
Lelord Kordel ..... SPE
Eat Right & Live Longer—12 part series-3c10"-orp-ill—
Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-2c15"-orp-ill—
Lelord Kordel ..... SPE
Eat Yourself Slim—1tw-500-ocr-orp-mail—Shirley Bright Boody . CNS
Editorial Research Reports—5tw-4tm-550/6000-
orp-ill-mail—Hoyt Gimlin, Ed ..... CQ
Eye On Medicine—w-600-mail-orp—Lee Butcher ..... TWN
Family Features—ind-ps-orp-igp-ing-mail—Various Authors .... FAM
Family Finance—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Betty Yarmon ..... WNS
Feel Young Again—24 part series-3c10"-orp-ill—Lelord Kordel . SPE
Food and Fitness—w-700-mim-ocr-wire—Dr. Lawrence Power .. LAT
Food and Your Health—sw-500-ocr-wire—Frederick
Stare, M.D./Dr. Beth Whalen ..... FNS
Food For Thought—2tw-700-ocr-wire—Dr. Jean
Mayer & Dr. Johanna Dwyer ..... CTN
For The Consumer—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Sidney Margolius ..... WNS
For Women Only—3tw-700-mim-ocr-orp-Lc-mail-wire-tts-
tel-tape—Dr. Lindsay Curtis ..... UFS
Get Well And Stay Well—w-400-mail-orp—Richard W. Post ... TWN
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ASC
Growth, Conflict And Hangups—2tw-500-ocr-wire—
Saul Kapel, M.D. ..... CTN
Handiaids—w-500-mail-orp—G. H. Patt ..... TWN
Health Capsules—d-1c-orp—M. Petti, M.D. & Jud Hurd ..... UFS
Health's-A-Poppin-—1tw-450-ocr-orp-mail—Marion Wells ..... CNS
Health Today—w-500-orp—Dr. O. A. Battista ..... SBP
Help-Mate—w-1200-ocr-xerox—Ann Rosenthal ..... CNI
Home Guide—sea-bl-man ..... TAP
House Call—7tw-800-ocr-wire—Dr. G. Timothy Johnson ..... CTN
How Well Do You Know Yourself—w-100-mail-orp—
Carmen Collins ..... TWN
In-Sights—tw-600-ocr—Dr. Walt Menninger ..... UNP
It's OK To Talk About Sex—2tw-750-orp-mail—Dr. Robert C. Long PRI
Judith Randal—w-750-xerox-mail—Judith Randal ..... PRI
Landmark Decisions—d/w-500/1000-man—Martin J. Ross .... LAW
Lesson In English—w-100-orp—C. Gordon ..... SBP
Let's Stay Well—6tw-600-mim-ocr-orp-Lc-wire-mail-tape-
tts-tel—F. J. L. Blasingame, M.D. ..... UFS
Live Longer And Be Happy—sm-200/250-mim—Charles Rehns REH
Look . . . And Feel . . . Your Best—we-var-orp-mail—
Paul Bernstein (Mr. Physical Fitness of USA) ..... RBN
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Man & Medicine—w-600-mim-mail—Irwin J. Polk, M.D. ..... PAG
McCrane Food Page—w-ps-orp-igp—Jamie Crane ..... ICP
Medical Column—d/S-400-orp-tape-ocr-mail-wire—
Lawrence E. Lamb, M.D. ..... NEA
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
Larry Frederick ..... EF
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
Larry Frederick ..... ESN
Medical Memo—w-500-mail-orp—Karen Carden ..... TWN
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medicine—w-var-mim—Dr. M. L. Salomon ..... WUP
Medicine Chest—w-250-orp—H. Boswell York, R.Ph. ..... MCN
"Mirror of Your Mind—d-2c-ill-mat-orp—John Conwell ..... KFS
Modern Medicine—tw-600-man-ocr—Michael J. Halberstam, M.D. NYT
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—
Staff & Contributors ..... ESN
Of Men and Women—sw-600-ocr—Dr. Aaron Rutledge ..... UNP
One Psychiatrist Says—w-600-mail-orp—Dr. M. A. Hartman, M.D. TWN
Parents Book About Divorce—ind-8,400-xerox—
Richard A. Gardner, M.D. ..... DDS
People's Doctor—3tw-750-ocr-wire—Dr. Robert Mendelsohn ... CTN
Personal Health—1tw-1,000-wire—Jane Brody ..... NYT-NS
Picture of Health—w-2c/3c-ill-orp—Staff ..... LUI
Psychoecology—5tw-750-mim-mail—Matin ..... SAW
Psychology '77—w-600-mail-orp—Dr. Neal MacDonald ..... TWN
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Science Briefcase—w-800-mim-ocr-orp-wire-mail—Staff ..... ESN
7 Errors—wS-ps-orp—F. Hayes ..... SBP
Sex Life—w-800-mim—Warren S. Pepper ..... BIS
Slim Chance in a Fat World—ind-var-mim—
Richard B. Stuart & Barbara Davis ..... MAN
Slim Gourmet—3tw-500-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Barbara Gibbons ..... UFS
Something Special—S-350/450-mim—Bonnie Papic ..... SSN
Speaking of Angels—w-600-mail-orp—Jessie Bennett ..... TWN
Speaking of Science—w-400-mim—Jim Murphy ..... UNI
"Speaking of Your Health—6tw-ocr-orp-wire—
Dr. Lester L. Coleman ..... KFS
Spot News Features—dwm-800/1000-var-wire-telex-mail—
R. I. Queen/B. A. Queen ..... PWF
Stay Alive Longer—21 part series-2c15"-orp-ill—Lelord Kordel . SPE
Stay Healthy—w-1000-Lc-igp-ocr-orp—Dr. Clark Hankey ..... MCF
Stop Killing Yourself—5tw-600-orp—Peter J. Steincrohn, M.D. . MCN
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Doctor Says:—dS/we-var-man-orp-mail—W. P. Sykes, M.D. RBN
The Handicapped—w-600-mail-orp—Marjory Becker ..... TWN
The Human Comedy—w-600-mail-orp—
Benno Isaacs and Jack Gross ..... TWN
The Power Of The Mind—w-600-mail-orp—
Benno Isaacs and Dr. Jack Gross ..... TWN
To Your Good Health—dS-750-ocr-wire—Dr. George C. Thosteson FNS
VIP Medical Grapevine—w-500/1000-man-mail—
Ruth Nathan Anderson ..... VMG
Winning The Age Game—ind-8,400-xerox—Gloria Heidi ..... DDS
Work Environment—w-500-mim-mail—Various Authors ..... PRA
You And Your Health—300-orp—Peter J. Esse, M.D. ..... MCN
Young and Healthy Always—tw-500-mim-ocr-wire—
Dr. Frank Falkner ..... LAT
Your Family Physician—w-450-orp-mail—James G. Price, M.D. SUB
Your Medicare—w-450-mim—Eugene Miller ..... MLN
Your Mind In Action—w-600-mail-orp—Thomas J. Majerski ... TWN
Your New Way Of Life—w-600-mail-orp—Joan Walker ..... TWN
Your World—w-500-mim—Chuck Vance ..... VAN

21—HISTORY—POLITICS

A Letter of Fact And Analysis—6ty-4000-xerox—
Sidney DuBroff ..... GPL
A Woman's View of Foreign Affairs—w-800-man-mail-igp—
Trudy Mulcahy Howard ..... HOW
A Word Edgewise—2tw-Lc-ocr-wire—John P. Roche ..... KFS
Accuracy In Media—w-600-mim—Reed J. Irvine ..... AIM
Adolph Hitler—ind-8,400/14,400-xerox—John Toland ..... DDS
Affairs Of Nations—w-800-xerox-mail—Henry Huglin ..... HUG
Alice Widener—3tw-600-mim—Alice Widener ..... USA
An Americanist Viewpoint—w-500-orp—Grace Hamilton ..... AMW
Arnie—w-ps-orp-ill—Arnie Stockholm ..... SBP
As You Were—dexS-2c4"-orp—Jim Baker ..... PIO
Assignment: America—3tw-Lc-ocr-wire—Phyllis Battelle ..... KFS
Backstairs at the White House—S-500-tt—
Helen Thomas and Staff ..... UPI
Before You Buy—w-750-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Margaret Dana ..... UFS
Behind The Scenes At The United Nations—
w-var-spv-mim—David Horowitz ..... WUP
Ben Hardy—w-hps-orp—Jim Baker ..... PIO
Berrys World—d-2c5½"-orp-S-tps-qps-hpt-orp—Jim Berry ..... NEA
Between The Lines—w-650-xerox—Edith Kermit Roosevelt ..... ROO
Black Bi-Weekly News From Encore—fn-800/1000-orp-
mail—Encore Staff Writers ..... PRI
Capital Fare—dexfri-Sat/S-600-mim—Andrew Tully ..... MCN
Carroll Righter Horoscope—7tw-700-orp—
Carroll Righter ..... MCN
Christian Science Monitor News Service—
5tw-var-igp-orp-ocr ..... RTS
Congressional Quarterly Service—w/tw-500/1000-orp-ill-
mail—Peter Harkness, M.E. ..... CQ
Consumer's Question Box—w-750-mim-ocr-orp-wire-
tt-mail-tape-tel—Margaret Dana ..... UFS
Continental Diary—w-700-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—Noel Anthony ..... NANA
Conversation Pieces—tw-spv-orp-mail—Wm. A. Leavell ..... ERS
Daily Investor—5tw-600-mim-ocr-orp-Lc-wire-tt-
mail-tape-tel—Don Campbell ..... UFS
Dateline Europe—3tw-600-mim-ocr-orp-Lc-wire-tt-
mail-tape-tel—Karol C. Thaler ..... NANA

DEAR EDS & PUBLISHERS:

If you want a medical celeb column that gives Gossip a sterling name and is

- VIP-TITILLATING
- INFORMED & REVEALING
- LITERATE & LIVELY
- COMPASSIONATE
- UNAFRAID BUT NON-LIBELOUS
- LOVED BY BOTH SEXES
- FOR CITY & BOONIE FOLK
- A HIT FROM TEXAS TO PA.

then you want

VIP MEDICAL GRAPEVINE

by Ruth Nathan Anderson

THE NATION'S FIRST, FOREMOST AND ONLY HIGH-LEVEL MEDICAL GOSSIP COLUMN—Est. 1969

Low Rates—4 wks free with 1 yr.

PHONE: (312) 546-6557

Dateline: Jerusalem—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sigismund Goren ..... NANA
Dateline: Moscow—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Albert Axelbank ..... NANA
Dateline: New York—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Alan Tigay ..... NANA
Dateline: Paris—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Leo Ryan ..... NANA
Dateline: U.N.—w-600-mim-ocr-orp-Lc-mail-wire-tt-tel-tape—Louis Halasz ..... NANA
Dateline: Washington—w-500-mail-orp—Ted Edwards ..... TWN
David S. Broder Column—sw-750-wire-xerox—David S. Broder ..... WPW
Dear Teddy, Washington, D.C'—w-500-mail-orp—Theodore Roosevelt Ogden ..... TWN
Diplomatic Pouch—occ-var-telex-mail—various authors ..... FRY
Economic Impact—sw-750-wire-xerox—Hobart Rowen ..... WPW
Editorial Research Reports—5tw/4tm-550/6000-orp-ill-mail—Hoyt Gimlin, Ed. ..... CQ
Fireside Chats—m-16pp.-5½"x8½"-orp—Gustav Detjen, Jr. ..... DET
Flashback Calendar—ds-1c1¼"-orp ..... AF
Flashback on Canada—dexS-400-mim—Bob Bowman ..... SUN
Foreign Affairs—3tw-750-wire—C. L. Sulzberger ..... NYT/NS
Foreign Editors Say—fn-500-xerox-mail ..... AWP
From History's Scrapbook—w-2c3"-orp-mat—Staff ..... CSP
George Will Column—Sw-750-wire-xerox—George F. Will ..... WPW
Gus Tyler—3tw-600mail-mim-Lc-orp-ocr-wire-tts-tape-tel—Gus Tyler ..... UFS
Harris Survey—2tw-800-ocr-wire—Louis Harris ..... CTN
Henry J. Taylor—3tw-700-mim-orc-orp-mail-Lc-wire-tts-tel-tape—HENRY J. Taylor ..... UFS
Here And There—w-500-mail-orp—Hope Hathaway ..... TWN
Holiday Preparedness—ind-var-color—Staff ..... NEA
Holmes Alexander Column—dexFri.Sat & S-600-mim—Holmes Alexander ..... MCN
Horoscope—w-700-orp—Clay Pollan ..... MCN
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph.D. ..... RFS
In the Nation—3tw-750-wire—Tom Wicker ..... NYT-NS
In Washington—6tw-700-ocr-orp-tape-mail-wire—Martha Angle/Robert Walters ..... NEA
International Dateline—w-500-mail-orp—Duarte de Martinau ..... TWN
International Decade of Women and its Hidden Politics—w-var-man-igp—Trudy Mulcahy Howard ..... HOW
International Writers Service—sw-var—Various Authors ..... INW
Is Everybody Happy—And Why Not—w-600-mail-orp—Harold Dietrich ..... TWN
It's My Opinion—2tw-600-mim-mail—Irene Corbally Kuhn ..... CF
***Jack Anderson's Weekly Special**—w-750-orp-ocr-mim-Lc-mail-wire-tts-tel-tape—Jack Anderson ..... UFS
Jeffrey Hart—3tw-Lc-ocr-wire—Jeffrey Hart ..... KFS
***Jim Bishop: Reporter**—3tw-Lc-orp-ocr-wire—Jim Bishop ..... KFS
John D. Lofton, Jr.—3tw-700-mail-mim-Lc-orp-ocr-wire-tts-tel-tape—John D.Lofton, Jr. ..... UFS
Keep Off The Grass—w-spv-orp-mail—Wm. A. Leavell ..... ERS
Kershner's Commentary—w-450-orp—Howard Kershner ..... AMW
Kevin P. Phillips—4tw-Lc-ocr-wire—Kevin P. Phillips ..... KFS
***Kingsbury Smith**—1tw-Lc-ocr-wire—Joe Kingsbury Smith ..... KFS
Knight News Wire—7tw-var-wire ..... CTN
Know-Their-Votes—occ-var-orp ..... AMW
Know-Whats-Up—occ-var-orp ..... AMW

Landmark Decisions—d/w-500/1000-man—Martin J. Ross ..... LAW
***Latin-American View**—w-600-ocr-xerox-mail—Arturo Uslar-Pietri ..... ALA
***Latin Panorama**—w-600-ocr-xerox-mail—Arturo Villari ..... ALA
***Latin View Of The U.S.**—w-600-ocr-xerox-mail—Carlos A. Montaner ..... ALA
***Latin World**—w-700-ocr-xerox-mail—Mariano Grondona ..... ALA
London Observer News Service—5tw-var-wire-mail ..... NYT
Loose Change—ind-10,500-xerox—Sara Davidson ..... DDS
Marianne Means Washington—3tw-Lc-ocr-wire—Marianne Means ..... KFS
Marilyn Manion—w-500-orp—Marilyn Manion ..... AMW
Mark My words—3tw-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jim Fiebig ..... UFS
Mirrors of Washington—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Isabelle Shelton ..... NANA
Monthly Mention—m-500-mim—Fred Dodge ..... MM
Mosaic—w-500-mail-orp—Jerry Fite ..... TWN
Mutual Funds—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Don Campbell ..... UFS
My Two Bits Worth—d/w-150-mail-orp—Roy Colby ..... TWN
NANA News Service—d-var-mim-ocr-orp-Lc-tape-mail-wire-tt-tel ..... NANA
NANA Pony Service—w-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... NANA
National Whirligig—3tw-600-mail-mim-ocr-orp-Lc-wire-tt-tel-tape—Ernest Cuneo ..... NANA
Neal Peirce Column—w-800/1200-man-orp-ill-mail—Neal R. Peirce ..... PNR
New Jersey Report—w-500-mim—Ross Warren ..... GSM
News From Washington—w-2c7"-orp—E.H. Sims & Staff ..... EDC
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Nicholas von Hoffman—3tw-Lc-ocr-wire—Nicholas von Hoffman ..... KFS
Norton Mockridge—3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Norton Mockridge ..... UFS
Of Arms And Men—2tw-600-mim-ocr-orp-Lc-tape-wire-tt-tel-mail—Col. Robert D. Heinl ..... NANA
Olga Knows—w-700-orp-Olga ..... MCN
Op—ed-d-var-orp—Various Authors ..... NYT
Our Times—2tw-800-xerox-mail—Smith Hempstone ..... HEM
Our Vanishing Liberties—15 part series 3c10"-orp-ill—Omar V. Garrison ..... SPE
Political Analysis—w-500-mim—Bruce T. Adams ..... BIS
Political Tidbits & Outrages—w-var-orp-mail—Wm. A. Leavell ..... ERS
Politics Today—6tw-750-ocr-wire—Jack Germond/Jules Witcover ..... CTN
Potomac Ethics—2tw-400-mim—Les Kinsolving ..... MCN
Pros & Kahns—w-300-orp—J. Kesner Kahn ..... AMW
Robert J. Wagman—occ-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
Rod McKuen—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Rod McKuen ..... NANA
Roll Call Report—w-600-mim-mail—R.G. Thomas ..... ROL
Ronald Reagan—w-Lc-ocr-wire—Ronald Reagan ..... KFS
Say It Straight—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Victor Lasky ..... NANA
Senator Soaper—d-300-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sandy Teller ..... NANA
Scripps-Howard News Service—btw-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Scripps Howard News Service ..... UFS
Sidney Zion—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Sidney Zion ..... NANA
Spot News Features—dwm-800/1000-var-wire-telex-mail—R. I. Queen/B.A. Queen ..... PWF
Spotlight—occ-500/800-tt—Staff ..... UPI
Straight Talk—w-650-orp—Tom Anderson ..... AMW
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... SBP
The Dividing Line—tw-boo-mim-ocr-wire—Patrick J. Buchanan ..... NYT
The Economy Today—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Herbert Stein ..... UFS
The Fearless Spectator—w-600-ocr—Charles McCabe ..... CHR
The Fifties—ind-8,400-xerox—Douglas Miller and Marion Nowak ..... DDS
The Innocent Bystander—tw-600-ocr—Arthur Hoppe ..... CHR
The Other Side—we-var-orp-man-mail—Dorothy Richey ..... RBN
The Political Animal—w-750-xerox—Joe Scott ..... OAK
The Political Estate—w-500-mail-orp—Dick Ratliff ..... TWN
The Sons Of Liberty—dexS-4c2"-orp—Richard Lynn ..... LYN
The Sunday Times of London Service—w-Lc-igp ..... KFS
These Days—3tw-Lc-ocr-wire—John Chamberlain ..... KFS
This Day in History—7tw-Lc-ocr ..... KFS
Thomas' Roll Call Report—w-600-mim-mail—R. G. Thomas ..... ROL
Time Capsules—w-150-mail-orp—Frank Morgan ..... TWN
Today In History—cont-var-xerox—Sanford C. Payne, Jr. ..... PAY
Today Is The Day—d-3c5"-orp ..... ITP
Trade Winds—d-400-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Lou Schneider ..... NANA
TV Spotlight Features—w-1/7 parts-mim-ocr-orp-Lc-wire-tt-ill-mail-tape-tel ..... UFS
Uncommon Conversations—w-800-ocr-igp—Philip Nobile ..... UNP
Virginia Payette—3tw-700-mim-ocr-orp-mail-Lc-wire-tts-tel-tape—Virginia Payette ..... UFS
Voice Of Freedom—w-700-mail-xerox—Marv Arthur ..... ARU
Walking Around With Sidney DuBroff—w-750-xerox—Sidney DuBroff ..... GPL
Washington Calling—2tw-700-orp-mail-Lc-wire-tts-tel-ocr-mim-tape—Marquis Childs ..... UFS
Washington Dateline—w-var-man-orp-mail—Patty Cavin ..... RBN
Washington Feedback—occ-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dorothy Marks ..... WNS
Washington Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Malvina Stephenson ..... WNS
Washington Journal—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Robert J. Wagman ..... NANA
***Washington Merry-Go-Round**—dS-750-orp-mim-Lc-ocr-mail-wire-tts-tel-tape—Jack Anderson ..... UFS
Washington Welter—w-750-xerox—Jesse H. Merrell ..... MER
Washington Window—3tw-450-tt—Staff ..... UPI

EAT RIGHT AND LIVE LONGER

A 12-part series based on the best-selling book by Lelord Kordel

A survey by the Los Angeles Times

showed that 78% of homes interviewed were interested in nutrition, better health, and natural living. "Eat Right and Live Longer" has the kind of information readers hunger for.

As one editor expressed it: "Seldom have I seen a newspaper feature catch on like Kordel's; the response has been staggering."

And another editor: "This is the strongest series in terms of reader response that we have published in years."

Your readers will find the way to a new joy-of-living in this series of 12 articles by Lelord Kordel, famed nutritionist, who points out the food way to feel years younger, gain new vitality and attractiveness. Lelord Kordel's books have been top-sellers for over 25 years.

Modestly priced. And, to editors with an eye on easing the editorial budget, a very profitable book-tie-in rebate plan is available (*we* do all the work). For complete details, and a set of the 12-installments, contact: *C. C. Braile,*

Specialty Features Syndicate

17255 REDFORD AVE. • DETROIT, MICH. 48219 • 313-533-1846

CLASSIFICATIONS OF FEATURES

Washington Window—w-500-mim-mail—Staff ..... PRA
Washington Wire—w-600-mail-orp—Peter Pecarsky ..... TWN
We Hold These Truths—3tw-2c-orp-ill—Ross MacKenzie & Jeff MacNelly ..... UFS
What Life Has Taught Me—w-500/1000-orp—Various celebrities SBP
What's News—m-6pt-orp-mail—Wm. A. Leavell ..... ERS
William Beecher—2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William Beecher ..... NANA
William L. Ryan—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—William L. Ryan ..... NANA
WNS News Service—d-var-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel ..... WNS
World In Focus, The—w-700/750-telex-mail—William R. Frye ... FRY
World News Summary—6tw-800-tt—Staff ..... UPI
World Spotlight—w-800-orp-Lc—Marv. Arthur ..... ARU
Yost Column—w-800-telex-mail—Charles W. Yost ..... FRY
Your Roots—w-500/600-xerox-mail—James S. Toedtman ..... TOE

22—HOUSEHOLD, DO-IT-YOURSELF, HOUSE PLANS, INTERIOR DECORATING

A Hand Around The House—w-500-mim-ocr-ill-wire-tt-telex—A. J. Hand ..... LAT
About Your Home—w-2c3"-orp—Rose Marie O'Cain ..... EDC
Apartment Decorating—w-450-orp-mail—Jennifer Tahtinen ... SUB
Apartment Modes—1tw-550-ocr-orp-mail—Carole Eichen ..... CNS
Around The House—w-var-mim—Jan S. Paul ..... PAU
Antiques & Stuff—w-300-mim-ocr-orp-Lc-mail-igp-tape-wire-tts-tel—Anne Gilbert ..... UFS
Ask About Antiques—3tw-300-mim-ocr-orp-Lc-mail-igp-tape-wire-tts-tel—Heckman and Orcutt ..... UFS
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Beautiful Homes—w-1500-Lc-igp-prc-orp—Mid Hankey Paulus ..... MCF
Book Digest—w-ps-orp-ill—Misc. Authors ..... OPS
Build It Yourself—w-600-mail-orp—Joseph Kline ..... TWN
Business Briefs—d/w-500/1000-man—Martin J. Ross ..... LAW
Careful Shopper—w-550-man-orp-igp-mail—Ross Williams .... NRS
Caring for Your Car—w-750-ocr-mim-wire-ill—Ray Hill ..... LAT
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Cleo Magazine from Australia—m-ps-orp-ill ..... OPS
Collector's Item—w-300-mim—John Hearn ..... TSS
Collector's Corner—w-2c-orp-ill—Thomas A. Bateson ..... UFS
Common Cents—w-800-ocr—Kate MacQueen ..... CHR
Consumer Guidelines—w-1c3¼"-mat-orp-ill—Staff ..... CSP
Creative Crafts—S-500-man-igp-mail—Dona Z. Meilach ..... MEI
Creative Home Crafts—w-500-igp—Timothy Ahern ..... ART
Dear Sally—w-150-orp—Sally Casey ..... OPS
Deco-Plans—w-500-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Deco-Plans—w-var-mim-igp-mail—Jean-Paul St. Michel ..... CWF
Decor Score—1tw-550-igp-ocr-orp-mail—Barbara Hartung ..... CNS
Design For People—w-500-mim-ocr-ill-orp-tts-mail-tape-wire-tel—Emily Malino ..... UFS
Designing Woman—tw-500-mim-ocr-ill-wire—Barbara Bradford . LAT
Do It Yourself (Home Maintenance)—w-750-xerox—R. Randolph Karch ..... KAR
Do-It-Yourself—w-var-mim-igp—Steve Ellingson ..... MNF
Dottie Decorates—w-500-mim-ill—Harry & Dorothy Brown ..... LAT
Editorial Material & Pictures for Women's Pages ..... UOP
Family Features—nd-ps-orp-igp-ng-mail—Various Authors .... FAM
First Aid For The Ailing House—4tw-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel—Roger Whitman ..... UFS
Gale Robbins Column—w-ocr-orp—Gale Robbins ..... ICP
Here's How—1tw-400/500-ocr-orp-mail—Gene Gary ..... CNS
Hints For The Home—w-100-ill-Lc—Bob Mattis ..... CTN
***Hints From Heloise**—d-Lc-mat-orp-ocr-S-tps-hpt-color-mat-orp-wire—Heloise ..... KFS
Home Building & Maintenance—w-600-mail-orp—Joseph G. McNeill ..... TWN
Home Furnishings Daily—4tw-var-orp-igp-mail ..... PA
Home Game—w-300-orp—Virginia Truax ..... MCN
Home Guide—sea-bl-man ..... TAP
Home Improvement—S-500-ill-man-ocr-Data News—Bernard Gladstone ..... NYT
Home Line—6tw-500-mim-ocr—Roberta Matthews ..... LAT
Home Of The Week—w-750-ill-orp-mim—Staff ..... TTS
Home Of Your Own—w-250-mim-ocr-ill—Jean-Paul St. Michel .. LAT
Home Repairs—w-750-orp-igp-color—C. Gordon ..... SBP
Home Workshop File—w-30picas-orp-ill—Larry Eisinger ..... CIN
House Of The Week—w-350-ilm-igp-orp—Andy Lang ..... APN
House Plans—w-750-orp—Gerry Bishop ..... UFS
Household—w-igp—Ida Fried ..... EPS
Household Hints—m-var-mim-man-mail—Linda Ross ..... IMN
Household Repair Dictionary—wS-750-orp-igp—Kurt Singer ..... SBP
Household Scrapbook—w-100-orp—Mary Craig ..... OPS
How Can I—w-150-orp—Beth Lewis ..... OPS
Indoor Gardening—occ-250-orp-tape-ocr-ill-mail-wire—Janet Tara ..... NEA
Interior Decorating—4tw-400-mim-ocr-orp-mail-Lc-wire-tts-tel-tape—Genevieve Fernandez ..... UFS
Knight News Wire—7tw-var-wire ..... CTN
Know Your Antiques—w-500-igp-orp-ocr—Ralph & Terry Kovel . RTS
Leisurecrafts—w-500-mail-orp—Eunice Svinicki ..... TWN
Let's Make—w-2c4"-orp—Ben Corey ..... HAR
***Living Today**—6tw-orp-ill-mat—Joan O'Sullivan ..... KFS
Make It With The Kids—w-600-mail-orp—Keith Gordon ..... TWN
Mr. and Ms. Fixit—w-600-mail-orp—Don Courtney ..... TWN
Modern Etiquette—w-150-orp—Jane Sherrod ..... SBP
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike LeFan ..... LEF
Motor Tips—w-ps-orp-ill—Misc. Authors ..... OPS
New Ideas Products—m-500-man—Staff ..... SA
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Old-Fashioned Thrift—tw-2c4¾"-orp—Katie Hess ..... RTS
Parade Of Homes—eom-var-igp-xerox ..... HOM
People And Problems—d/w-500/1000-man—Martin J. Ross ... LAW
Polly's Pointers—5tw-450-orp-tape-ocr-ill-mail-wire-S-tps-pt-bpt-orp-mat—Polly Cramer ..... NEA
Putterin' Pete—1tw-2c4"-ill-orp-mail—Blanche Campbell ..... CNS
Save Time & Money—w-450-orp-mail—Ann Frances Dolan .... SUB
Sew Biz (c)—w-600/700-mim-ill—Julia C. McCombs ..... COE
Sew With Flair—w-500-ocr-ill—Sandra Betzina ..... CHR
Speaking of Antiques—w-var-ocr-orp—Dana Tompkins ..... ICP
Super Handyman—3tw-ill-mat-orp-Lc-ocr-wire—Al Carrell ..... KFS
The Butcher—w-800-ocr-ill—Merle Ellis ..... CHR
The Formula—w-300-ocr—Norm Stark ..... UNP
The House Doctor—w-750-ill-ocr-orp—Herman Baum ..... RTS
The Law Brief—d/w-500/1000-man—Martin J. Ross ..... LAW
The Leisure Craftsman—3tw-2c/3c-ill-orp-wire—Phyllis Fiarotta KFS
Things Your Mother Never Taught You—sw-600-ill-ocr—Charlotte Slater ..... UNP
U-Bild It—w-var-ocr-igp—Steve Ellingson ..... UB
Whats New—w-1c3"-ill-orp-mat—Staff ..... CSP
You Can Fix It—w-100-ill-orp-igp—Walt Trag ..... SBP
Your Home—w-700-mim-ocr-ill—Carolyn S. Murray ..... LAT
Your Home—Build and Improve—w-ill-mat-orp—John D. Bloodgood and Augustus Sugka ..... KFS
Your Photos—w-750-mim-ocr—Albert Moldvay ..... LAT

23—MAPS

Background Maps—w-450-orp—Tom Hoge ..... APN
Christian Science Monitor News Service—5tw-var-igp-orp-ocr RTS
Gemini Maps—w-var-orp ..... ITP
Maps—occ-var-orp-mat—Staff ..... NEA
Mini-Maps—3tw-½c2"/1c3½"/2c4"-igp-mat-mail—Staff ..... DIS
News-In-Color—occ-var-orp-ill-mat—Staff ..... NEA
News Visuals—utw-var-orp-ill-ilm—Staff ..... NEA
Weather Maps & Forecast—d-7tw-wire ..... UPIN

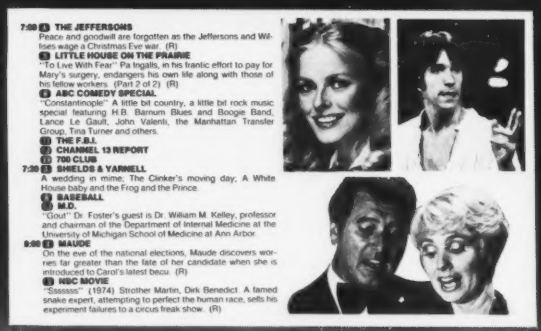
24—MOTION PICTURES

Amory's People—tw-550-mim-ocr-wire—Cleveland Amory ..... LAT
Around & About Hollywood—w-600-igp-mail-orp—Eliza Ross .. TWN
Ask Dick Kleiner—2tw-var-orp-tape-ocr-mail-wire—Dick Kleiner . NEA
Ask Us—dS-500-2c7"-750-4c6"-igp-xerox-mail—Nancy Lane ..... WOR
At The Movies With Russell B. Adams—w-400/500-xerox-mail—Russell B. Adams ..... ADA
Beauty Tips From Hollywood—w-500-orp—Various show business personalities ..... SBP
Celebrity Parade—w-450-orp-mail—Cathy Post Field ..... SUB
Christian Science Monitor News Service—5tw-varies-igp-orp-ocr ..... RTS
Dick Kleiner/Hollywood—3tw-600-ocr-tape-orp-ill-mail-wire—Dick Kleiner ..... NEA
Entertainment And The Arts—m-var-mim-man-mail—Stephen Ross ..... IMN
Film Clips—w-600-mim—Bruce Connolly ..... BIS
Film Fare—5tw-500-mim-mail—Laurie Lee ..... WOR
Film World—W-var-tt—Staff ..... UPI

The best keeps getting better.

(518)792-9914

By Data News, Data Feature
Data Speed


7:00 (5) THE JEFFERSONS
Peace and goodwill are forgotten as the Jeffersons and Wilises wage a Christmas Eve war. (R)
(3) LITTLE HOUSE ON THE PRAIRIE
"To Live With Fear" Pa Ingalls, in his frantic effort to pay for Mary's surgery, endangers his own life along with those of his fellow workers. (Part 2 of 2) (R)
(7) ABC COMEDY SPECIAL
"Constantinople" A little bit country, a little bit rock music special featuring H.B. Barnum Blues and Boogie Band, Lance Le Gault, John Valenti, the Manhattan Transfer Group, Tina Turner and others.
(11) THE F.B.I.
(9) CHANNEL 13 REPORT
(2) 700 CLUB
7:30 (5) SHIELDS & YARNELL
A wedding in mime. The Clinker's moving day; A White House baby and the Frog and the Prince.
(7) BASEBALL
(4) M.D.
"Gout" Dr. Foster's guest is Dr. William M. Kelley, professor and chairman of the Department of Internal Medicine at the University of Michigan School of Medicine at Ann Arbor
8:00 (5) MAUDE
On the eve of the national elections, Maude discovers worries far greater than the fate of her candidate when she is introduced to Carol's latest beau. (R)
(11) NBC MOVIE
"Sssssss" (1974) Strother Martin, Dirk Benedict. A famed snake expert, attempting to perfect the human race, sells his experiment failures to a circus freak show. (R)

TV DATA Means TV LISTINGS

- Camera Ready
- Wire Delivery
- Wide Variety of Type Faces
- Movie Ratings
- Detailed Highlights
- Combined Daytime Listings
- Sign On to Sign Off
- Show Title Lines
- Movie Breakout
- Sports Breakout
- Special Breakout
- Updates

ROLLING LOGS or GRIDS

- Any Width
- Any Font
- Any Point Size
- Any Location of Time Line

Complete TV Booklets

- With Your Logo

Feature Package

- TV News
- Feature Articles
- Profiles
- Puzzles & Quizzes
- Halftoned Photographs

United Feature Syndicate
200 Park Avenue
New York, New York 10017
(212) 557-2333

TV DATA

Gilmore Brother's Music Scene—3tw-600/700-2c-orp-mail—Douglas and Keith Gilmore ..... TEL
***Hollywood**—6tw-Lc-ocr-wire—Dorothy Manners ..... KFS
Hollywood Hotline—2tw-500/700-igp-ocr-orp-mail—Nancy Anderson ..... CNS
Hollywood Hotline—1tw-500/700-ocr-mail—Nancy Anderson ..... CNS
Hollywood Hotline—5tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ..... UFS
Hollywood Hotline—d-500-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—James Bacon ..... NANA
Hollywood Inside—d-6x-450-xerox—John Austin ..... HIS
Hollywood Interviews—w-ps-orp—Misc. Authors ..... OPS
Hollywood's Unsolved Mysteries—15 part series—1500-xerox—John Austin ..... HIS
I'm Eve—ind-10,500-xerox—Chris Costner Sizmore & Elen Sain Pittillo ..... DDS
It Happened In Hollywood—5tw-200-mim-ocr—Scott M. Lawrence ..... LAT
Knight At The Movies—w-4c7"/500/750-hpt-igp-mail—Arthur Knight ..... HRS
Knight News Wire—7tw-var-wire ..... CTN
Liz Smith Column—5tw-750-ocr-orp-wire—Liz Smith ..... CTN
Mini Movie Reviews—w-1c-var-orp-ill-mail—Staff ..... CIN
Motion Pictures—w-igp—Hans Holzer ..... EPS
My Life With Raquel (Welch)—4 part series—1500-xerox—Patrick Curtis/John Austin ..... HIS
My Success Story—w-500/1,000-orp—Various famous personalities ..... SBP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
***Now See Here!**—4tw-Lc-ocr-wire—Bert Bacharach ..... KFS
On The Set—w-750-var-igp-mail—Cynthia Wilkerson Miles ..... HRS
Our Film Folk—fn-500-min—Herbert G. Luft ..... JTA
Pop Scene Service—w-var-mim-ocr-orp-Lc-mail-igp-tape-wire-tts-tel—Barbara Lewis ..... UFS
Rambling Reporter—w-2c9"/500-hpt-igp-mail—Hank Grant ..... HRS
Rated G—occ-800-mim-ilm-orp—Lucinda ..... NPS
Reel Facts—w-250-xerox-mail—David Campbell ..... LEP
Rex Reed Movie Reviews—w-700-Lc-wire—Rex Reed ..... CTN
Rex Reed (Personalities)—S-1500-ocr-wire—Rex Reed ..... CTN
Show Biz—w-2c-orp-mail—Herb Bridges ..... MOR
Show Time—w-var-orp-ill-color-ocr-wire-mail—Staff ..... EF
Star Interviews—w-500/1000-orp—June Finletter ..... SBP
Taylor Jones Caricatures—5tw-4c-orp—Taylor Jones ..... LAT
Tele-visions—w-2c9"/500-hpt-igp-mail—Richard Hack ..... HRS
***The Gossip Column**—3tw-Lc-igp-ocr-wire—Robin Adams Sloan ..... KFS
The Reviewer, Books, Films, Records—w-500-mail-orp—Various Authors ..... TWN
The Way They Were—w-2c9"/500-hpt-igp-mail—Marjorie Worcester ..... HRS
The Week Ahead Movies—d/w-var-orp ..... TVC
TV Answer Man—6tw-350-mim-ocr-orp-mail-Lc-wire-tts-tel-tape—Richard K. Shull ..... UFS
TV Key Previews, Mailbag, Movie Reviews—7tw-igp-Lc-ocr-wire—Steve H. Scheuer & Staff ..... KFS
TV Mailbag—w-var-igp-ing-mail—Various ..... TVT
TV Movies—d/w-var-orp ..... TVC
TV Tune-In (Bacon)—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ..... UFS
TV Tune-In (Lewis)—3tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dan Lewis ..... UFS
TV Tune-In (Shull)—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Richard Shull ..... UFS
Various Titles—w-2500-igp/color-xerox-mail—Colin Dangaard ..... INF
Voice of Broadway—5tw-Lc-ocr-wire—Jack O'Brian ..... KFS
Yesterday's Stars Today—1tw-500/650-igp-ocr-orp-mail—Nancy Anderson ..... CNS
You, Your Child, and Entertainment—w-500-mim—David Nydick ..... DAN

25—MUSIC

Christian Science Monitor News Service—5tw-var-ign-orp-ocr ..... RTS
Country Music—w-800-ocr-wire—Jack Hurst ..... CTN
Country Music People—w-600-mail-orp—Peggy Russell ..... TWN
Country Music Scene—w-400/500-man-xerox-mail—David Graham ..... GRA
DisCussion—w-2c5"-500-ill—Joe Kalitf ..... AMF
Dr. Rock—w-500-orp-mail—Greg K. Allen ..... PRI
Entertainment And The Arts—m-var-mim-man-mail—Stephen Ross ..... IMN
From The Editor's Disc—w-500-mail-orp—Tom Villella ..... TWN
Gilmore Brother's Music Scene—3tw-600/700-2c-orp-mail—Douglas and Keith Gilmore ..... TEL
Hollywood Hotline—5tw-600-mim-ocr-Lc-wire-tt-mail-tape-tel—James Bacon ..... UFS
Jazz On Record—w-500-mail-orp—Jeff Barr ..... TWN
Knight News Wire—7tw-var-wire ..... CTN
MOOmor List—w-var-mim-mail—Sheldon Rose ..... JPS
Music Whirl—w-var-man—Buddy Basch ..... BAS
People Page—2tw-ps-ocr-orp-tape-mail-wire—Staff ..... NEA
Playback—w-600-ocr—Joel McNally ..... SMP
Playback—w-600-mail-orp—Tom Von Malder ..... TWN
Pop Scene Service—w-var-mim-ocr-orp-Lc-mail-igp-tape-wire-tts-tel—Barbara Lewis ..... UFS
Programmers Service—w-var-mim-mail—Sheldon Rose ..... JPS
Record Rap—dS-500-mim-mail-orp—Bobby Lucas ..... WOR
Record Reviews—w-500-mim—Jay Rosen ..... BIS
Records & Tape—m-var-mim-man-mail—Staff ..... IMN
Rockasters List—w-var-mim-mail—Sheldon Rose ..... JPS
Rockpile—3tw-2c-orp-ill—Stokes Walesby and Al Cunniff ..... UFS
Rock-Pop—d/S/tw-600/2c8"-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Rock Talk—tw-600-ocr-wire—Lisa Robinson ..... FNS
Rolling Stone—3tw-Lc-igp-ocr—Staff ..... KFS
Sound Country—w-2c21"-orp ..... TVC
Sounding—w-200-mail-orp—Tom Von Malder ..... TWN
Sounds—w-400-orp-ill-tape-ocr-mail-wire—Stan Mieses ..... NEA
Soundtrack—w-2c9"/500-hpt-igp-mail—Dianne Bennett ..... HRS
Spin Off—w-750-xerox—Harold Fuller ..... FUL
The Reviewer, Books-Film-Records—w-500-mail-orp—varies ..... TWN
The Scene—w-500-mim—Robt Edw. Curtis ..... GSM
The World of Music—1tw-550-ocr-orp-mail—Robin Welles ..... CNS
***True Crimes and Mysteries Series**—w-Lc-ill—William T. Brannon ..... KFS
Tune In—w-var-orp-igp—Bobbie Ashley ..... SPS
What's Up—w-var-ocr-orp-tape-mail-wire—Staff ..... NEA

26—NATURE

Camping All Year Round—w-300-orp—Bob Nesoff ..... MCN
Camping Family Style—w-450-orp-mail—Angela/Ford Bothwell ..... SUB
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
Know The Weather—w-1c5½-orp—E. H. Sims & Staff ..... EDC
Martin's International Newsreel—occ-var-igp—Various Authors ..... MAR
Mr. Crabtree—d-3c5"-orp ..... ITP
National Geographic News Features—sw-500/600-mim-ill—Various Authors ..... NGS
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—Staff and Contributors ..... ESN
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt—mail-tape-tel ..... UFS
Outdoor Life—w-qpt-orp-ill—Misc. Authors ..... OPS
Sportsman's Digest—6tw-1c4½"-orp—Hal Sharp ..... LAT
Tennis Cartoons—w-qpt-orp-ill—Earl Engleman ..... SBP
The Good Earth—w-900-ilm-igp-orp—Mel Ellis ..... APN
The Mother Earth News—tw-700-orp-ocr—John Shuttleworth ..... RTS
The Sunday Times of London Service—w-Lc-igp ..... KFS
Tornado!—an-4c-orp—Rick Wilson ..... WLS
Your World—w-500-mim—Chuck Vance ..... VAN

27—PATTERNS

Beauty Hints—w-600-mim—April Anastasi ..... ASC
Behind the Seams—w-450-orp-mail—Peggy Bendel ..... SUB
Craft Patterns—w-var-orp-igp—Smith Studios ..... FNS
Deco Plans—w-500-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Do-It-Yourself—w-var-ocr-igp—Steve Eillingson ..... UB
Dress Pattern Features—7tw-1c-ill-mat-orp—Anne Adams ..... KFS
Dress Pattern Features—7tw-1c-ill-mat-orp—Marian Martin ..... KFS
Home Of Your Own—w-250-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Let's Sew—S-tps-hpt-qph-ill-mat-orp ..... KFS
Needle Arts—w-1c7"-orp-mat-mail ..... SUB
Needle Pattern Feature—7tw-1c-ill-mat-orp—Allice Brooks ..... KFS
Needlecraft Pattern Feature—7w-1c-ill-mat-orp—Laura Wheeler ..... KFS
Needleplay—2tw-800-ocr-wire—Erica Wilson ..... CTN
Needlework Kit—w-125-orp-mat-igp—Dorothy Brightbill ..... APN
Newsfeatures—d-var-ocr-orp-tape-mail-wire-ill—Staff ..... NEA
Pattern Party—S-tps-hpt-ill-mat-orp ..... KFS
Patterns & Needlework—S-pt-hpt-orp-mat—Staff ..... NEA
Patterns & Pointers—S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Polly's Pointers—S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Prominent Designer Dress Pattern Feature—S-2c-ill-mat-orp—Various Designers ..... KFS
Sew What's New—w-500-ocr-ill—Sandra Kelly ..... UNP
Snap-Kraft—dS-75-mail-ill—Ellen Apple/Donna Smith ..... FNS
Spadea Designer Patterns-International and/or Personalized—w-1c/var-orp-ill ..... SPS
Spadea Designer Patterns—w-1c-var-orp-ill ..... SPS
Stitchin' Time (Sewing)—eow-400-orp-tape-ocr-ill-mail-wire—Joanne Schneber ..... NEA
Stitchin' Time (Knitting)—eow-400-ocr-orp-tape-mail-wire-ill—Judy Love ..... NEA

27A—PETS

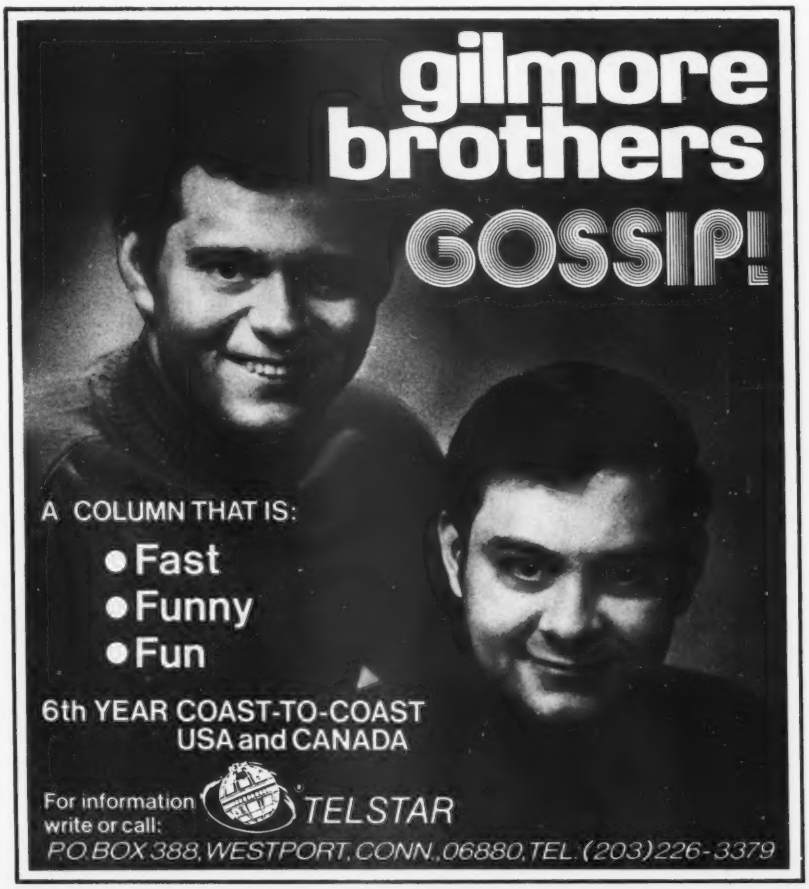
Accent On Pets—w-500-mail-orp—Barbara A. Wilson ..... TWN
All About Pets—w-500-mim-ocr-ill—Eleanor Price ..... LAT
Ask Your Vet—3tw-700-ocr-wire—Dr. Michael Fox ..... CTN
Bark Back—w-500-mail-orp—Dohna and Damon ..... TWN
Dog Starre—m/w-500/var-man—by Lady Cassandra (Marian Futterman) ..... AST
Dog Stars—m/w-500-var-man—by Sirius (M. Futterman) ..... AST
Coral Corner—3tw-1000-Lc-igp-ocr-orp—Bill Hankey ..... MCF
Oddities Of Animals—w-500-mail-orp—Dorothy Liermark ..... TWN
Points On Pets—1tw-350-ocr-orp-mail—H. P. Jans ..... CNS
The Pet Parade—1tw-450/500-xerox-mail—William Patterson ..... PET
The Pet Set—d-2c4⅝"/1c3"-orp—Doug & Jean Borgstedt ..... BOR
The Wonderful World Of Animals—S-750-ocr-ill-dexS-500-ocr-ill—Dr. Frank Miller, D.V.M. ..... CHR
Your Family Pet—w-500-xerox—Maxwell Riddle ..... AF

28—PHOTOGRAPHY

Camera College—w-400-man-igp-mail—John Barras Walker ..... MIL
Camera College—w-500-xerox—Irvine A. Brace ..... BRA
Exploring With Your Camera—occ-500/750-mim-igp-mail ..... BAU
Hollywood Pit Stop—w-var-xerox—Anthony Cardoza ..... HOP
Photo Infor—w-750-igp-mim-mail—Bill Baughman ..... BAU
Photo-Talk—w-300-xerox-mail—Gerard Resjkind ..... CWF
Photography—w-400-man-mail—Irvine Brace ..... MIL
Sen. George D. Aiken Column—w-var-ocr-orp—Sen. George D. Aiken ..... ICP
Shooting Stars—1tw-400/600-orp-mail—Jerry Windle ..... CNS
Your Photos—w-750-mim-ocr—Albert Moldvay ..... LAT

28A—PICTURE/PHOTO SERVICES

Black & White Stock Photo Library—Various Photographers ..... CWF
Color Photo Division—The Image Bank of Canada ..... CWF
Color Picture Transmissions—5tw-(duplicates by mail) ..... UPIN
Daily News Record—5tw-var-orp-igp-mail ..... FA
Footwear News ..... FA
Home Furnishing Daily—4tw-var-orp-igp-mail ..... FA
In Focus And Out—S-750-xerox-man—D. J. Herda ..... BRK
In The News—w-1c-var-orp-mail—Photos ..... SUB
McCulley on Thoroughbreds—d-mail—Jim McCulley ..... PCC
Men's Wear ..... FA
Misc. Photos—w-2c/var-orp-mail-photos ..... SUB
NANA Photo Service—w-var-mim-Lc-orp-igp-mail-ocr ..... NANA
News Picture Service—cont-var-igp—Bernie Mantey ..... MOG
News Pictures from File—cont-var-igp—Ralph Morgan ..... MOG
Newspictures—Telephoto Facsimile—7tw-(Cablephoto/Radiophoto Worldwide) (Telephone USA) ..... UPIN
Newsweek—w-500/2000-orp-igp-telex—Various ..... NIES
Newsweek Photo Service—w-4cG"-igp—Various ..... NIES



CLASSIFICATIONS OF FEATURES

NYT Pictures-Photo Service—d-var-igp ... NYT-P
Pinup Photos and Captions—ind-var-igp—Staff ... GRE
Photo Kinks—w-500-mail-orp—Roger & David Litz ... TWN
Photoday—w-750-mim-mail—Martin ... SAW
Photo Feature Service ... SUN
Photo Files—General—ind-var-igp ... BAS
Photo Files—Show Business—ind-var-igp ... BAS
Photo Page—1tw-1c/2c/3c-orp-mail ... CNS
Photo Tips Q & A—w-500-xerox-man—D. J. Herda ... BRK
Science Photo Service—w-ps-mail ... WIP
TV Color Front Cover Photo—w-var-ing-iqp-orp ... TVC
TV Personality (Profile)—w-3cp½"-orp ... TVC
TV Photos—w-var-orp-igp ... TVC
TV Spotlight Photos—w-var-orp-ill ... UFS
TV Week Photos—w-2c-orp-ill ... UFS
Unipix—5tw-mail ... UPIN
Week Ahead Specials—d/w-var-orp ... TVC
Weekly Program Photo Highlights—d/w-var-orp ... TVC
Women's Wear Daily—5tw-var-man-igp-mail ... FA

29—PUZZLES - QUIZZES

All Sports Quiz—dexS-500-man-ill—Darnell Gary ... DAR
American Enterprise—w-50-mail-orp—Brice McQuillin ... TWN
Anagrams—6tw-150-mail-Lc-mim-ocr-orp-wire-tts-mail-tape-tel—Kevin Matthews ... UFS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-tape-Lc-mail-wire-tt-tel—Martin Alwyn ... NANA
Ask Aunt Madge—d-240/300-man—Mary Madge Saksena ... ASK
Behavior Quiz—w-900-man-xerox—S. V. Didato, Ph.D. ... DID
Bible/Crostic—w-2c6"-orp—Ray Helle ... HEL
Brain Teasers—w-qpt-orp—Ali Hachel ... OPS
Canadian Crossword—w-2c5½"-orp—Al Power ... YPL
Cartoon Bug—w-3c4"-orp—John Gallaher ... TSS
Challenge Maze—w-3c5½"-orp—Staff ... EF
Check Your Knowledge—dexS-125-xerox—Donald Saltz ... TRQ
Christian Science Monitor News Service—5tw-varies-igp-orp-ocr ... RTS
Coinword—w-2c-mim-ocr-ill—Robert Pearsall ... LAT
Crime Flashbacks—w-500-orp—J. Haines ... SBP
Criss-Cross—w-1c5"-orp-mail—Ronald McCullough ... ARL
Crossword—w-2c6½"-orp-mail—Katie Desatta ... MOR
Crossword—w-2c9"-orp—Various Authors ... EDC
Crosswords—dexS-2c8½"/2c6½"-orp-mat—Staff ... NEA
Crosswords—1tw-2c1½"-orp-mail ... CNS
Crosswords Galore—w-qpt-orp—Alan Foley ... SBP
Crossword Puzzle—w-2c5"-orp—Bernice Paschen ... SM
Crossword Puzzle—w-2c6½"-orp-mat—Staff ... CSP
Crossword Puzzle—w-2c6"-orp-mail—Staff ... SUB
Crossword Puzzle—dexS-orp—Nina Cooper ... APN
Crossword Puzzle—w-7x3"-orp ... MCN
Crossword Puzzle with Cryptoquips—d-2c-mat-orp—Eugene Sheffer ... KFS
Crossword Puzzle with Cryptoquotes—d-2c-mat-orp—Thomas Joseph ... KFS
Crossword Puzzler—dS-d-2c5½"/S-12"-orp ... UFS
Daily Crossword—d-2c-orp ... NYT
Daily Trivia Quiz—dexS-125-xerox—Donald Saltz ... TRQ
Daily And Weekly Crosswords—dw-ps-orp-ill—C. Gordon ... OPS
Dan Carlinsky Column (Various Titles)—occ-var-xerox—Dan Carlinsky ... CAR
Diagramless Puzzle—w-3c5½"-orp—Staff ... EF
Dr. Crane's Quiz—dS-2c6"-min—Dr. George W. Crane ... HPS
Famous Tongue Twisters—w-100-mim-misc.—Authors ... SBP
Figure Fun—w-1c2"/2c4"-mail-orp—B. L. Payton ... TWN
Find-a-Quote—w-3c5½"-orp—Staff ... EF
5 Minute Mysteries—w-500-orp—C. W. Walker ... SBP
Five Square—d-1c4"-mail-orp—Bruce & Rosine Mims ... TWN
Fun With Figures—5tw-1c-mim-orp-mat—J. A. H. Hunter ... SUN
Funland—S-hps-tps-pt-hpt-qps-orp—Art Nugent ... UFS
Games & Puzzles—w-qpt-orp-ill—Misc. Authors ... OPS
Giant Crossword—w-7c7"-orp ... ITP
Have You Ever Been There?—w-200-mail-orp—Don Blevins ... TWN
Headline Re-write—w-100-mail-orp—Brice McQuillin ... TWN
It Happened In Hollywood—5tw-200-mim-ocr—Scott M. Lawrence ... LAT
"It's on the Tip of My Tongue"—w-150-mim-ocr-ill-orp-wire-mail—Dan Carlinsky ... EF
Johnny Wonder—d-4c3½"/2c6"/8"-orp; S-hps-tps-pt-orp-mat—Dick Rogers ... EF
Jumble—7tw-2c-mat-orp-ill—Bob Lee & Henri Arnold ... CTN
Junior Jumble—S-3c-mat-orp-ill—Bob Lee & Henri Arnold ... CTN
Kid Stuff—w-4c9"-orp ... TVC
Kids Korner—w-3¼c5¼-orp—Jesse Jocobs ... MCN
Let's Do It Together—w-700-orp-mail—Dr. Dorothy Rubin ... PRI
Lit Bits—d/w-100/150-mail-orp—John Hardebeck ... TWN
Little People's Puzzle—d-2c4½"; S-2c5½"-orp—Leo White ... UFS
Loe Angeles Times Crossword Puzzle—dS-3c-2c-orp—Margaret Farrar ... LAT
Magicword—1tw-6½c3½"-orp ... MCN
Map Madness—w-50/2x2"-mail-orp—Robert W. Pelton ... TWN
Mazes Galore—w-ps-orp—W. Quinn ... OPS
Memory Quiz—dexS-125-xerox—Donald Saltz ... TRQ
Minit Doodle—dexS-1c2½"-orp—Louis Magila ... AF
Modern Sherlock Holmes—w-500-orp—Jane Sherrod Singer ... SBP
New York News Crossword—6tw-2c-mat-orp—Herb Ettenson, Editor ... CTN
Name Droppers—d/w-2c4"-mail-orp—Wayne Colby ... TWN
Name Game, The—cont-tpt-ill-xerox—Ken Hecht ... NGC
National Challenge—w-800-ocr-wire—J. Baxter Newgate ... CTN
Number Game—dexS-2c1"-orp—Ed Jerome ... AF
One Minute Crossword—d-1c4"-mail-orp—Richard Paxson, Jr. ... TWN
Premier Crossword Puzzle with Cryptoquips—S-3c-mat-orp—Jo Paquin ... KFS
Prize Crosswords—w-2c3½"-orp-mat—Staff ... EF
Prizeweek Crossword—w-2c3 9/16"-orp-mim—B. B. Considine ... DWL
Prizeweek Puzzle—w-2c39/16"-mim-orp ... UFS
Puzzle Cards—2tw-3c5¼"-orp-mail—Steve Ryan ... CNS
Quote-Acrostic—S-3c10"-orp—Charles Preston ... LAT
Revolutionary Revolving Puzzles—w-3c4"-mail-orp—Merab Hoke ... TWN
Riddlerama—w-100-mail-orp—Rose Shupak ... TWN
Ring Around Word Games—w-qpt-orp—Jack Fitch ... OPS
Rock-Pop—d/s-w-tw-600-2c8"-orp-igp-Lc-xerox-mail—James Riordan ... RPT
Rock Trivia—d/S-w-tw-2c4"-orp-igp-Lc-xerox-mail—James Riordan ... RPT
Scram-Lets—dS-2c4¾"-orp mats ... MCN
Scramble Steps—w-4c5½"-orp—CJB, Jr. ... BAS
Seek & Find—dexS-3½x4"-orp—DMR Company ... CRO
Solve-A-Crime—w-500-orp—A. C. Gordon ... SBP
***Spanish Crossword Puzzle**—d-2c-mat-orp—Ramos ... KFS
***Spanish Crossword Puzzle**—d-2c-mat-orp—Alfaro ... KFS
Sportrivia—3tw-2c2"-orp—Leo White ... WHI
Sports Quiz—5tw-1c3¼"-orp—Dick Wright ... MCN
Sports Quiz-Cross—w-2c5½"-orp—Al Power ... YPL
StarGazer—dS-2c4½"-orp-mat—Clay Pollan ... MCN
Sunday Crossword—S-4c-orp ... NYT
Super Quiz—1tw-3½"x4"-orp-mail ... CNS
TelePuzzle—w-2c-orp ... UFS
Teleword—w-2c-orp—Julie Quart ... LAT
Test Your Horse Sense—7tw-100-mim-wire—Chester Allen Marshall ... CTN
Test Your Humor—d/w-100-mail-orp—Herbert V. Prochnow ... TWN
The Daily Crossword—6tw-2c-mat-orp—Herb Ettenson, Editor ... CTN
The Mixer—dexS-2c3"-orp—Charice Anders ... AR
The Sunday Grossword—S-5c-mat-orp—Herb Ettenson, Editor ... CTN
Theme Crossword—w-3c5½"-orp—Staff ... EF
Think Spot 3-in-1 Puzzle—w-2c4"-orp ... AF
Tigo Crossnumber Puzzle—dS-2c4"-orp ... WAR
Today's Crossword—d-2c8½"; S-3c12"-orp ... UFS
Trivia I.Q.—6tw-100-mim—Chris Riley ... CF
TriVia Teasers—w-2c-orp—Gene Hemdon ... UFS
Turnstile Testers—w-1c2"/2c4"-mail-orp—Denis Harrington ... TWN
TV IQ—w-3c6¼"-orp ... TVC
TV Puzzle—w-4c5½"-orp ... TVC
TV Starscramble—S-2c8"-orp—Staff ... WHI
TV Starscreen Puzzle—w-2c-orp-ill—Al Kilgore/Martin Linehan ... UFS
TV Tangle—w-2c-orp—Gene Herndon ... UFS
TV Teaser—w-3c6"-orp—Staff ... EF
TV Tester—S-2c7"-orp—Al Costa ... WHI
TV Testpattern—w-2c9"-orp—Staff ... EF
VideoCross—w-2c-orp ... UFS
Visage—w-3½x6"-orp—Don Burchett ... CRO
Whizword—dS-d-2c6"; S-hpt-tps-orp-mail ... CWF
Who zit—w-7c4"-orp—John Prinkey ... FSF
***Wishing Well**—7tw-2c-mat-orp ... KFS
Wizard Word—7tw-2c-mat-orp—Penny Kanter ... CTN
Wonderword—dS-2c-hpt-tps-orp—Jo Ovellet ... LAT
Word Cage Puzzle—w-2c7"-orp-mail—Tracy St. John ... SUB
Word Game—dS-300-mim-ocr-orp-mail-Lc-Wire-tts-tape-tel—Kathleen Saxe ... UFS
***Wordplay**—d-1c-mat-orp ... KFS
***Word Sleuth**—d-2c-mat-orp ... KFS
Wordy Gurdy—6tw-2c4½"-orp—Tricky Ricky ... UFS
Your Legal IQ—d-200-xerox-mail—Ritter & Levine ... LEG
Ziz Zag—2tw-2c5¼"-orp-mail—Steve Ryan ... CNS

30—RADIO AND TELEVISION

Amory's People—tw-550-mim-ocr-wire—Cleveland Amory ... LAT
Around & About Hollywood—w-600-igp-mail-orp—Eliza Ross ... TWN
Around Hollywood—w-500-mail-orp-igp—Luanne Murray ... TWN
Ask Dick Kleiner—2tw-var-orp-tape-ocr-mail-wire—Dick Kleiner ... NEA
Assignment: Television—w-400-ocr—Terrence O. Flaherty ... CHR
Better Living With The Stars—w-pt-man—Ruth Thompson ... DIC
Broadway Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Rebecca Morehouse ... WNS
CB Break—sw-600-ocr-ill—Mike Wendland ... UNP
CB Column—w-550-orp-tape-ocr-mail-wire-ill—Fred Gregg, Jr. ... NEA
CB In Action—w-Lc-ocr-wire—Dick Cowan ... KFS
Cecil Smith Television Column—w-500-mim-ocr-wire—Cecil Smith ... LAT
Celebrity Interviews—occ-600-mim-ocr-orp-Lc-mail-wire-tts-tel-igp-tape—Cindy Adams ... WNS
Celebrity Parade—w-450-orp-mail—Cathy Post Field ... SUB
Channel Chatter—w-500-mail-orp—Phyllis Maxwell ... TWN
Channel Chuckles—dexS-1c4"-orp—Bill Keane ... RTS
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ... RTS
Cindy Says—w-600-orp-ill—Cindy Adams ... UFS
Cosmic Signs—w-3c10"-orp ... TVC
Dan Carlinsky Column (Various Titles)—occ-var-xerox—Dan Carlinsky ... CAR
Darling You Are Growing Old If You Remember—w-200-mail-orp—Robert Goddard ... TWN
Dialing Around—w-pt-man—Ruth Thompson ... DIC
Dick Kleiner/Hollywood—3tw-600-orp-tape-ocr-mail-wire-ill—Dick Kleiner ... NEA
Entertainment and The Arts—m-var-mim-man-mail—Stephen Ross ... IMN
Entertainment World—w-500-mail-orp—Damon Loy and Dart Anthony ... TWN
Famous Recipes—w-250/750-orp-ipg-color—J. Sherrod ... SBP
Footlights and Kleiglights—w-500-mail-orp—Ted Edwards ... TWN
Forever Hold Your Banner High—ind-6,000-xerox—Jerry Bowles ... DDS
Four Color Separations—w-var-igp-ing-mail ... TVT
Gilmore Brothers' Music Scene—3tw-600/700-2c-orp-mail—Douglas and Keith Gilmore ... TEL
Gossiping With Doris Lilly—w-500-orp—Doris Lilly ... MCN
Hollywood Hotline—d-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ... NANA
Hollywood Hotline—5tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—James Bacon ... UFS
Hollywood Interviews—w-ps-orp—Misc. Authors ... OPS
Hollywood's Twilight Years—w-600-mail-orp—Crosby L. Day ... TWN
Inside TV—w-400-orp—Joey Sasso ... MCN
It Happened In Hollywood—5tw-200-mim-ocr—Scott M. Lawrence ... LAT
Jaundiced Eye—w-800-mail-orp—Mark Deitch ... TWN
Kid Stuff—w-4c9"-orp ... TVC

From coast to coast. . .

OVER 3 MILLION NEWSPAPER READERS HAVE PLAYED

THE NAME GAME ™

The reader-participation feature with a phenomenal 'track record'

FEATURED IN

Newsday (N.Y.)—plus a "Repeat Performance" . . . Detroit News . . . Buffalo Courier-Express . . . San Antonio Light . . . Dallas Times Herald—plus a "Repeat Performance" and an extended run . . . Gannett Westchester (N.Y.) Newspapers: **News**/Tarrytown, **Reporter Dispatch**/White Plains, **Standard-Star**/New Rochelle, **Herald-Statesman**/Yonkers, **Citizen-Register**/Ossining, **Item**/Port Chester, **Times**/Mamaroneck, **Argus**/Mount Vernon; . . . Albany (N.Y.) **Knickerbocker News-Times Union . . . Herald-Examiner (L.A.)—plus an extended run and an almost-immediate "Repeat Performance"** . . . etc., etc.

- Whether you're planning a price boost (or trying to ease the backlash of one) . . .
- Just seeking to curb the local competition (including radio, TV and "Penny-Saver" Shoppers) . . .
- Or simply to give your readers another "more than just the news" reason for every-day-of-publication purchase . . .

THE NAME GAME is *indisputably* "the best game in town" and your newspaper can be among the winners!

To start things happening—for your major in-paper promotion— request proven 'success stories', additional information and possible availability in your area.

THE NAME GAME CO., INC.

382 Central Park West / New York, N.Y. 10025 / Tel. (212) 222-9039

reasons why...

1. Increased Advertising

a new TV listing package in your publication will attract advertisers; just think about how many people watch TV, and if that's not attractive...

2. Cost Savings

we will save you typesetting time, labor costs, materials, and the headaches of compiling and editing each week.

3. Guaranteed Delivery

we will always give you fast, personal and professional service.

4. Daily Updates

as network and station changes come in they are set and sent by 5:00 p.m. each day, camera ready.

5. Increased Readership

if your publication is not adequately serving the community with TV information you are losing readers to the guy who is.

COMPULOG

670 Franklin Avenue
Nutley, New Jersey 07110
(201) 661-0700

210 North Pass Avenue
Burbank, California 91505
(213) 843-3323

...We're the innovators in TV listing publishing, servicing more newspapers in the country for a **reason.**

CLASSIFICATIONS OF FEATURES

Knight News Wire—7tw-var-wire ... CTN
Liz Smith Column—5tw-750-ocr-orp-wire—Liz Smith ... CTN
Main Street—w-800-var-wire-telex-mail—Ted Green ... PWF
Marvin Kitman Column—2tw-500-mim-ocr-wire—Marvin Kitman ... LAT
MODmor List—w-var-mim-mail—Sheldon Rose ... JPS
Movie Memories—w-150-mail-orp—Ruth Wucherer ... TWN
My Success Story—w-500/1000-orp—various famous authors ... SBP
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ... NEA
Off Camera—w-3c9⅞"-igp-ing-mail—various ... TVT
On The Screen—w-600-mail-orp—Vincent Puleo ... TWN
One on Ofe-TV Sports—w-3c9⅞"-igp-ing-mail—Joe Koch/Bill Goldman ... TVT
PBS In The Spotlight—w-3c10"-orp ... TVC
People Page—2tw-ps-ocr-orp-tape-mail-wire—Staff ... NEA
Pop Scene Service—w-var-tape-mim-ocr-orp-mail-Lc-wire-tts-tel—Barbara Lewis ... UFS
Personalities—occ-600-mim-ocr-igp-orp-Lc-mail-wire-tts-tel—Cindy Adams ... WNS
Pike Peeks—w-500-mail-orp—Charles Pike ... TWN
Prime Time Tips—w-600-mim-ocr-wire—Paul Henniger ... LAT
Programmers Service—w-var-mim-mail—Sheldon Rose ... JPS
Rambling Reporter—w-2c9"/500-hpt-igp-mail—Hank Grant ... HRS
Rock, Pop—d/S/w/tw-600/2c8"-orp-igp-Lc-xerox-mail—James Riordan ... RPT
Rockasters List—w-var-mim-mail—Sheldon Rose ... JPS
Rockpile—3tw-2c-orp-ill—Stokes Walesby & Al Cunniff ... UFS
Sander Vanocur Column—sw-750-wire-xerox—Sander Vanocur ... WPW
Show Biz—w-2c5"-orp—Flash Fairfield ... EF
Show Time—w-var-orp-ill-color-ocr-wire-mail—Staff ... EF
Shows to Watch—7tw-700-mim-ocr-wire—Paul Henniger ... LAT
Soap Opera Report—w-450-orp-mail—Bruce Joffee/Vicki Murphy ... SUB
Soap Opera Scene—w-Lc-ocr-ill-wire—Steven H. Scheuer ... KFS
Sound Country—w-2c21"-orp ... TVC
Sports Profile For The Week—d-w-var-orp ... TVC
Tarot of the Stars—w-700-orp-ill—Sunya ... UFS
Taylor Jones Caricatures—5tw-4c-orp—Taylor Jones ... LAT
Tee Vee Laffs—6tw-1c-orp—Cliff Rogerson ... UFS
Tel-Aire—w-bl-var-orp-Lc-ill ... KFS
Tel-Aire TV Editorial Package—w-pt-bl-orp-igp-mail ... TAP
Tel-Aire TV Magazine—w-bl-man—Staff ... TAP
Tele-Log—dS-var-orp-mail—TV Listing Service ... EF
TelePuzzle—w-2c-orp ... UFS
Television Highlights—w-pt—Francis M. Knox ... DIC
Television Listings—wd-var-orp-wire ... TVC
Television Listings—dS-var-orp-wire-mail-tape ... TVD
Television in Review—5tw-450-tt—Joan Hanaver ... UPI
Tele-visions—w-2c9"/500-hpt-igp-mail—Richard Hack ... HRS
Teleword—w-2c-orp—Julia Quart ... LAT
***The Gossip Column**—3tw-Lc-igp-ocr-wire—Robin Adams Sloan ... KFS
The Week Ahead Movies—d/w-var-orp ... TVC
TriVia Teasers—w-2c-orp—Gene Herndon ... UFS
Tune in Tomorrow—3tw-600-mim-ocr-orp-wire-mail—Jon-Michael Reed ... EF
TV Answer Man—6tw-350-mim-ocr-orp-mail-Lc-tape-wire-tts-tel—Richard K. Shull ... UFS
TV Booklets—w-pt-hpt-hps-hpv-orp—bound copies ... UFS
TV Color Front Cover Photo—w-var-ing-igp-orp ... TVC
TV Commentary—w-2c5"-orp—Bente Christensen ... EDC
TV Data Features—dS-var-orp-wire-tt-mail-tape-tel ... TVD
TV Data Grids—ds-var-orp-wire-tt-mail-tape-tel ... TVD-UFS
TV Data Local Listings—dS-var-orp-wire-tt-mail-tape-tel ... TVD-UFS
TV Data Rolling Logs—dS-var-orp-wire-tt-mail-tape-tel ... TVD-UFS
TV Dial-ogue—w-700-orp-ill—Pepper O'Brien ... UFS
TV Features—w-var-orp ... TVC
TV Film Source Service—an-bl-mail ... UFS
TV From A Woman's Viewpoint—w-2c5"-ill—Marcia Michels ... AMF
TV Hilites—d-var-tt—Staff ... UPI
TV IQ—w-3c6½"-orp ... TVC
TV Key Previews, Mailbag, Movie Reviews—7tw-igp-Lc-ocr-wire—Steven H. Scheuer And Staff ... KFS
TV Listings—w-300/350-orp-mail ... JUS
TV Listings—d/w-var-orp-wire ... TVC
TV Mailbag—1tw-300-ocr-mail—Thom Mead ... CNS
TV Mail Bag—w-var-orp ... TVC
TV Mailbag—w-var-igp-ing-mail—Various ... TVT
TV Movies—d/w-var-orp ... TVC
TV People—w-600-orp-ill ... UFS
TV Personality (Profile)—w-3c9½"-orp ... TVC
TV Photos—w-var-orp-igp ... TVC
TV Printed Supplements—w-var ... TVC
TV Puzzle—w-4c5½"-orp ... TVC
TV Spotlight Photos—w-var-orp-ill ... UFS
TVQ—w-500-mim—Jerry Appleton ... TSS
TV Star Scene—w-700-orp-ill ... UFS
TV Starscreen Puzzle—w-2c-orp-ill—Al Kilgore/Martin Linehan ... UFS
TV Scout By Joan Crosby—dS-var-mim-ocr-ill-orp-wire-mail—Dick Kleiner/Pepper O'Brien ... EF
TV Supplements—w-pt-hpt-hpv-orp-bound copies ... UFS
TV Tangle—w-2c-orp—Gene Herndon ... UFS
TV Tattle—w-700-orp-ill—Joan Geoghegan ... UFS
TV Teaser—w-3c6"-orp—Staff ... EF
TV Tee Hees—d-1c2"-orp—Henry Scarpelli ... LAT
TV Testpattern—w-2c9"-orp—Staff ... EF
TV Time/TV Day (Feature Service)—w-var-igp-ing-mail ... TVT
TV Time/TV Day-TV Listings Service—dw-var-igp-ing-tape-mail-wire ... TVT
TV Time/TV Day (Magazine Service)—w-var-mail ... TVT
TV Time Previews—dS-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dan Lewis ... UFS
TV Time/TV Day Tabloid Service)—w-var-igp-ing-mail ... TVT
TV Timeline—w-3c9⅞"-igp-ing-mail—Various ... TVT
TV Tinderbox—w-Lc-ill—Buck Biggers ... KFS
TV Tune-In (Lewis)—3tw-600-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Dan Lewis ... UFS
TV Tune-In (Bacon)—w-600-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—James Bacon ... UFS
TV Tune-In (Shull)—2tw-600-ocr-orp-Lc-wire-tts-tel-mim-tape-mail—Richard K. Shull ... UFS
TV View—dS/w-pt-orp—Francis M. Knox ... DIC
TV Week Ahead Sports—d/w-var-orp ... TVC
TV Week Features—w-var-orp-ill ... UFS
TV Week Photos—w-2c-orp-ill ... UFS
Various Titles—occ-500/700-ocr-mail—Don Freeman ... CNS
Various Titles—w-2500-igp/color-xerox-mail—Colin Dangaard ... INF
VideoCross—w-2c-orp ... UFS
View—dS/w-pt-orp—Frances M. Knox ... DIC
Voice of Broadway—5tw-Lc-ocr-wire—Jack O'Brian ... KFS
Week Ahead Specials—d/w-var-orp ... TVC
Weekly Program Photo Highlights—d/w-var-orp ... TVC
What's Happening In Radio & Televsion—we-var-man-orp-mail—Michelle McGarrett ... RBN
What's On Television—S-var-tt—Staff ... UPI
What's Up—w-var-ocr-orp-tape-mail-wire—Staff ... NEA
You, Your Child, and Entertainment—w-500-mim—David Nydick ... DAN

31—RELIGION

A Happy Home—w-200-mim—Dorothy Yoder ... INR
A Little Prayer—dS-1c1"-orp—Mary Alice Bennet ... AF
A Problem Today—w-150-orp—Ida Nettleton ... SBP
Altar Stairs—dS-150/2c4"-mim—Dr. John Kirkpatrick ... HPS
American News Report—w-500-mim—Ben Gallob ... JTA
Andrew Greeley's View—w-600-mim—Andrew Greeley ... UNP
Baptist Press Features—dexS-var-mim—James Lee Young ... BAP
Better Way—w-200-mim—D. L. Yoder ... INR
Between You and Me—w-500-mim—Boris Smolar ... JTA
Bible Verse—w-1c4½"-orp—L. R. Hughes ... EDC
Bishop Sheen Writes—w-850-mim—Bishop Fulton J. Sheen ... WSS
Candle and Mirror—d-100-mim—Fred Dodge ... MM
Church Chuckles—w-2c3½"—Charles Cartwright ... SM
Church Forum—w-200-mim—Dorothy Yoder ... INR
Church Invites You—w-200-mim—Dorothy Yoder ... INR
Church Page—w-4c8 13/16"-orp-mail—Gus Wood ... MOR
Commentary—w-500-mim ... SAF
Country Parson—w-1c3"-orp—Frank Clark ... SM
Country Parson—dexS-1c4"-orp—Frank Clark ... RTS
Do You Know—w-150-mim—Dorothy Yoder ... INR
Faithfully Yours—3tm-1000-man-mail—Rev. N. R. H. Moor ... MCF
Feature Story—w-500/1000-mim-orp-igp-mail—Bill Griffith: Reporter ... GRF
Good News From The Bible—w-4c3½"-mat-orp—Staff ... CSP
Happier Living—w/m-300-xerox—Phylis Mitchell ... MIT
Holiday Preparedness—md-var-color—Staff ... NEA
Inside Religion—w-400-mim—Rev. Lester Kinsolving ... MCN
Insight & Inspiration—w-150-mail-orp—Various Authors ... TWN
It's In The Book—w-350-ocr-ill—Dr. Charlie Shedd ... UNP
It's Possible—d-150; S-500-ocr-orp-tape-mail-wire—Rev. Robert Schuller ... NEA
It's Your Life—5tw-250-orp—The Christophers ... MCN
Jewish Quiz Box—w-300-mim—Rabbi Samuel J. Fox ... JTA
Know Your Faith—w (5 or 6 articles/600-750 each) igp-wire—various ... NCF
Let's Ask The Bible—5tw-300-mim—A. G. Van Campen ... GLS
Let's Talk—1tw-400/600-ocr-orp-mail—Rev. Lee Truman ... CNS
Light Your Own Candle—w-600-mail-orp—Gerta Kay ... TWN
Living Scriptures—w-2c4½"-orp—Jack Hamm ... SM
Memo To Caesar—dexS-sea-1c8"-mim—D. K. Woodman ... HPS
Miracle of Faith—w-600-mail-orp—Gertrude Katz ... TWN
My Answer—7tw-100-ocr-wire—Billy Graham ... CTN
News Releases—occ-var-xerox—Staff ... LUT
On The Religious Front—w/m-var-mim—David Benarone ... WUP
One Man's Opinion—w-500-mim—Robert Segal ... SAF
Our Daily Bread—d-300-mim-ocr—Rev. A. Purnell Bailey ... LAT
Our Preacher Says—w-75-mim—Dorothy Yoder ... INR
Our Religions—2tw-300-ocr—Dr. Carlyle Adams ... RTS
Panorama—w-500-mim—David Schwartz ... JTA
People and Values—tw-600-ocr—Andrew Greeley ... UNP
Photographs—occ-var-igp—Staff ... LUT
Phyllis Mitchell's Column—dexS/w/m-300-xerox—Phyllis Mitchell ... MIT
Point of View—m-500-mim—Morton J. Gaba ... SAF
Power of Faith—w-250-orp—Woodi Ishmael ... APN
Pungent Prayer—w-2c7"-orp—Phil E. Pierce ... PUN
Question Box—w-600-mim—Msgr. Raymond T. Bosler ... UNP
Question Box—w-var-wire-mail—Father John Dietzen ... NCF
Religion and the Times—w-750-xerox—Jesse H. Morrell ... MER
Religion In America—w-500-tt—David Anderson ... UPI
Religion in Review—w 2000-mim—Staff ... RNS

purr-r-fectly marvelous...

the enthusiastic response you'll get from readers who try their skill at

TIGO puzzles...

A simple, yet wonderfully unique way to intrigue and delight your readers of all ages!

"Fascinating!" "Terrific!" "I was never good at crossword puzzles, but this one is perfect for me!" "Where can I find more?" . . . typical comments received when TIGO puzzles were introduced in 1976. Fun for all ages, and educational as well, this provocative feature can be used anywhere in your newspaper! TIGO also lends itself for use as a contest using increasingly difficult puzzles. Caution: once you start using it, your readers will become instant TIGO addicts!

TIGO PUZZLE

1 4 8 9

8	x	1	+	4	−	9	= 3
							= 41
							= 0
		9					= 29
= 75		= 31		= 3		= 40	TIGO PUZZLE

Copyright © 1977 WARD & SONS, INC.

CAN YOU SOLVE THIS ONE?

In each row and in each column with an "=" answer, arrange the four numbers shown at the top of the puzzle with one "+", one "−" and one "x" so that the resulting equation equals the answer printed. In each equation, use each number and each sign only once.

SOLUTION

		1		4		8	9
8	x	1	+	4	−	9	= 3
x		+		+		−	
9	−	4	x	8	+	1	= 41
−		x		−		x	
1	+	8	−	9	x	4	= 0
+		−		x		+	
4	x	9	+	1	−	8	= 29
= 75		= 31		= 3		= 40	TIGO PUZZLE

Here's what others are saying:

". . . a very pleasant and stimulating diversion." E. Coleman, Pres. Plenum Publishing Co.

"I finally solved the TIGO puzzle and found it very intriguing!" Brooklyn, N.Y.

"Super! TIGO is different . . . a real challenge!" Edmond, Okla.

Call (803) 583-6028 or write:

WARD & SONS, INC. Box 2941 Spartanburg, S.C. 29304

HOT STAMP AND COIN NEWS

- Much exclusive news as stamps and coins march with armies, revolts, disasters, etc.
- Pulls readers and advertisers.
- Writer for major U.S. and foreign publications for over 25 years.
- Market news for financial pages.
- Exposes "Rip-Offs" in the hobby world.

WEISS PHILATELIC/ NUMISMATIC FEATURES

16000 Terrace Rd. (#208), Cleveland, Ohio 44112
PHONE: (216) 451-3331 (Eves.)

Religion 1976—1tw-550/700-ocr-orp-mail—Various Authors .... CNS
Religious Drawings—w/6tm-2c4⅜"/3c6¾"-orp—Jack Hamm ... REL
Religious News Reports—5tw-var-mim—Staff ..... RNS
Sermonograms—w-400-mim—Dorothy Yoder ..... INR
Silver Lining—w-300-mim—Rabbi Silver ..... SAF
Sing No Sad Song—w-600-mail-orp—Maxine Jensen ..... TWN
60 Second Sermons—5tw-200-mim—Fred Dodge ..... MM
Strength For The Day—d-125/150-mim—Elisha Douglass ..... CF
Strictly For Dads—tw-350-ocr—Dr. Charlie Shedd ..... UNP
Sunday School Lesson—S-500-man-mim—Elisha P. Douglass ... CF
Sunday School Les.—w-450-orp—Gladys Waller ..... EDC
Support The Church—w-5c13"/4c10½"/3c8½"-orp-mat—
G. Walton Lindsay ..... KEA
Taproots—w-600-mail-orp—Ruth Loring Tanksley ..... TWN
Terse Verse—w/S-ps-orp—Anthony Carter ..... OPS
The Illustrated Bible—w-4c-ill-orp ..... KFS
The Plain Truth—sw-500-ocr—Garner Ted Armstrong ..... UNP
The Word of God—2ty-½"/1"-mail—Various ..... PRB
Things That Matter—w-700-mim-ocr-orp-Lc-wire-tt-mail-
tape-tel—George Plagenz ..... UFS
2 Minute Meditation—w-150-orp—A. Blake ..... SBP
Week in Religion—w-1200-mim—Staff ..... RNS
What Life Has Taught Me—w-500/1,000-orp—Various Celebrities SBP
Wit and Wisdom—w-100-mim—D. L. Yoder ..... INR
World Religious News—w-400-mim—D. L. Yoder ..... INR
You In The Church-The Church In You—w-4c9"/5c12"-
orp-mail—G. W. Lindsay ..... WIL
Your Life and Mine—dexS/w/m-300-xerox—Phyllis Mitchell .... MIT
Your World—w-500-mim—Chuck Vance ..... VAN

32—RESEARCH-POLLS-SURVEYS

A Problem Today—w-150-orp—Ida Nettleton ..... SBP
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-wire-
tt-mail-tape-tel—Martin Alwyn ..... NANA
Editorial Research Reports—w/5tw-550/600-orp-ill—
Hoyt Gimlin ..... EDR
Gallup Poll—sw-var-wire-ocr—Dr. George Gallup ..... FNS
Gallup Youth Survey—w-600-orp—Dr. George Gallup ..... APN
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ASC
Harris Survey—2tw-800-ocr-wire—Louis Harris ..... CTN
If Your Name Is . . .—w-470-mim-xerox—Ann Reynolds, Ph.D. . RFS
Insight—w-450-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—
John Wykert ..... NANA
Kevin P. Phillips—4tw-Lc-ocr-wire—Kevin P. Phillips ..... KFS
Lesson In English—w-100-orp—C. Gordon ..... SBP
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Read & Remember—w-150-orp—Dorrell McClure ..... OPS
Roper Poll—S-500-ocr-mim-wire—Burns W. Roper ..... LAT
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
Women Poll—w-600/700-xerox-mail—Staff ..... WMP

32A—RETIREMENT—SENIOR CITIZENS

A Time To Live—w-600-ocr—Bob Walton ..... UNP
Eat & Grow Younger—24 part series-2c15"-orp-ill—Lelord Kordel SPE
Eat Right & Live Longer—12 part series-3c10"-orp-ill—
Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-2c15"-orp-ill—
Lelord Kordel ..... SPE
Family Features—ind-ps-orp-igp-ing-man—Various Authors .... FAM
Feel Young Again—24 part series-3c10"-orp-ill—Lelord Kordel . SPE
Golden Years—w-700-mim-ocr—Tom Collins ..... LAT
Growing Older—w-500-orp-tape-ocr-mail-wire—Lou Cottin,
Harold Blumenfeld ..... NEA
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ASC
Harvest Time of Life—sm-300/350-mim—Charles Rehns ..... REH
Heartine—3tw-750-ocr—Charles Musick ..... RTS
Life Begins At 40—3tw-500-orp—James Farris ..... MCN
Mainly For Seniors—1tw-400/600-ocr-orp-mail—John T. Watts . CNS
Mature World—w-500-mail-orp—Helen Lund ..... TWN
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike LeFan LEF
New Horizons—w-350-orp—Jane Forrest ..... MCN
Prime Time—w-750-orp-mail—Harriet Miller ..... ARP
Senior Citizens Corner—w-2c3"-orp-mat—Staff ..... CSP
Senior Forum—5tw-400-mim-ocr—Tom Collins ..... LAT
Stay Alive Longer—21 part series-2c15"-orp-ill—Lelord Kordel . SPE
The Stamp Scene—w-650-man-igp-xerox-mail—Mark A. Kellmer KEL
Thought In Passing—w-350-mail-orp—Charles Cuppett ..... TWN
Time Of Your Life—2tw-700-mim-orp-mail-Lc-tape-wire-tts-
tel-ocr—Jack Smith ..... UFS
Years Ahead—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—
Ghita Levine ..... WNS
Your Best Years—w-500-mail-orp—Dee Payne ..... TWN
Your Retirement Dollar—w-Lc-ocr-wire—Peter Weaver ..... KFS
Your Social Security—1tw-350-ocr-orp-mail ..... CNS

33—SCIENCE

Behavior—w-800-mim-ocr-orp-wire-mail—William Cromie ..... ENS
Crime Science—w-800-mim—Jack Barnes ..... BIS
Editorial Research Reports—5tw/4tm-550/6000-orp-ill-mail—
Hoyt Gimlin ..... CQ
Exploring the Universe—3tw-500-xerox—Astronomical
Society of the Pacific ..... OAK
Fact-O-Rama—w-600-mim—Various Authors ..... MAR
Feature Story—w-500/1000-mim-orp-igp-mail—
Bill Griffith: Reporter ..... GRF
Growing Older With Sidney Ascher—w-600-mim—Sidney Ascher ASC
How It's Made And Functions—w-2c/3c-orp-ill—Staff ..... LUI
Human Side of Science—w-2c/3c-ill-orp—Staff ..... LUI
Insight—w-450-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—
John Wykert ..... NANA
Knight News Wire—7tw-var-wire ..... CTN
Martin's International Newsreel—occ-var-igp—Various Authors MAR
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
Larry Frederick ..... EF
Medical Consumer—2tw-650-mim-ocr-orp-wire-mail—
Larry Frederick ..... ESN
Medicalia—cont-600-mim-igp—M. W. Martin ..... MAR
Medifax And Fiction—w-2c/3c-orp-ill—Staff ..... LUI
"Mirror of Your Mind—d-2c-ill-mat-orp—John Conwell ..... KFS
National Geographic News Features—sw-500/600-mim-ill—
Various Authors ..... NGS
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Newsfeatures—2tw-850-mim-igp-ocr-orp-wire-mail—
Staff and Contributors ..... ESN
Science—w-igp—Margaret Williams ..... EPS
Science Briefcase—w-800-mim-ocr-orp-wire-mail—Staff ..... ESN
Science For You—w-2c5"-orp—Bob Brown ..... LAT
Science Today—3tw-500-tt—Al Rossiter, Jr. and staff ..... UPI
Scientific Topics—wm-var-wire-telex-mail—R. I. Queen/
B. A. Queen ..... PWF
Speaking of Science—w-400-mim—Jim Murphy ..... UNI
Star Gazing—w-475/550-orp-igp-mail—Robert E. Allen ..... STG
Star Story—m-900-ill-orp-mim-ocr-wire-mail—Richard Knapp ... ESN
Technifax Illustrated—w-2c/3c-ill-orp—Staff ..... LUI
The Formula—w-300-ocr—Norm Stark ..... UNP
The Skies Today—d-40-mim-mail—Bailey R. Frank ..... SKI
Without A Trace—ind-8,400-xerox—Charles Berlitz ..... DDS
Your World—w-500-mim—Chuck Vance ..... VAN

34—SERIALS

Adolph Hitler—ind-8,400/14,400-xerox—John Toland ..... DDS
America's Runaways—cont-5000-mim—Christine Chapman .... JPS
Best Sellers (Fiction & Non Fiction)—w-hps-pt-orp/book form—
Various Authors ..... SBP
Blood and Money—ind-10,500-xerox—Thomas Thompson ..... DDS
Books-into-Serials—cont-man—Various Authors ..... CHA
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Crusaders, Criminals & Crazies—ind-6 parts-mim-ocr-orp-Lc-
wire-tt-mail-tape-tel—Frederick D. Hacker ..... UFS
Eat and Grow Younger—24 part series-2c15"-orp-ill—
Lelord Kordel ..... SPE
Eat Right & Live Longer—12 part series-3c10"-orp-ill—
Lelord Kordel ..... SPE
Eat Up and Slim Down—14 part series-3c10"-orp-ill—
Lelord Kordel ..... SPE
Eat Your Troubles Away—15 part series-2c15"-orp-ill—
Lelord Kordel ..... SPE
Etc. Service—cont-var-mim-ocr-ill—Various ..... LAT
Famous Short Stories—w-250/2000-orp—Various Authors ..... SBP
Feel Young Again—24 part series-3c10-orp-ill—Lelord Kordel ... SPE
Forever Hold Your Banner High—ind-6,000-xerox—Jerry Bowles DDS
Great Big Beautiful Doll—ind-7 parts-mim-ocr-orp-Lc-wire-
tt-igp-mail-tape-tel—Stella Reichman ..... UFS
Hollywood's Unsolved Mysteries—15 part series-1500-xerox—
John Austin ..... HIS
I'd Do It All Over Again—ind-3 parts-mim-ocr-orp-Lc-wire-
tt-igp-mail-tape-tel—Igor Cassini ..... UFS
I'm Eve—ind-10,500-xerox—Chris Costner Sizemore &
Elen Sain Pitillo ..... DDS
It Didn't Start With Watergate—ind-var-mim-ocr-orp-Lc-wire-
tt-mail-tape-tel—Victor Lasky ..... NANA
Krass & Bernie—w-ps-orp-ill—G. Trosley ..... OPS
Loose Change—ind-10,500-xerox—Sara Davidson ..... DDS

PUNGENT PRAYER

Weekly feature: *Colorful*, human-interest prayers & stories of answered prayer "slanted" toward NON-churchmen. Editor Phil Pierce, 404 E. Elm, W. Frankfort, IL 62896.

The best keeps getting better.

(518)792-9914

By Data News, Data Feature
Data Speed

7:00 (3) THE JEFFERSONS
Peace and goodwill are forgotten as the Jeffersons and Wilises wage a Christmas Eve war. (R)
(6) LITTLE HOUSE ON THE PRAIRIE
"To Live With Fear" Pa Ingalls, in his frantic effort to pay for Mary's surgery, endangers his own life along with those of his fellow workers. (Part 2 of 2) (R)
(7) ABC COMEDY SPECIAL
"Constantinople" A little bit country, a little bit rock music special featuring H.B. Barnum Blues and Boogie Band, Lance Le Gault, John Valenti, the Manhattan Transfer Group, Tina Turner and others.
(9) THE F.B.I.
(11) CHANNEL 13 REPORT
(12) 700 CLUB
7:30 (3) SHIELDS & YARNELL
A wedding in mime; The Clinker's moving day; A White House baby and the Frog and the Prince.
(7) BASEBALL
(9) M.D.
"Gout" Dr. Foster's guest is Dr. William M. Kelley, professor and chairman of the Department of Internal Medicine at the University of Michigan School of Medicine at Ann Arbor.
8:00 (3) MAUDE
On the eve of the national elections, Maude discovers worries far greater than the fate of her candidate when she is introduced to Carol's latest beau. (R)
(9) NBC MOVIE
"Sssssss" (1974) Strother Martin, Dirk Benedict. A famed snake expert, attempting to perfect the human race, sells his experiment failures to a circus freak show. (R)

TV DATA Means TV LISTINGS

- Camera Ready
- Wire Delivery
- Wide Variety of Type Faces
- Movie Ratings
- Detailed Highlights
- Combined Daytime Listings
- Sign On to Sign Off
- Show Title Lines
- Movie Breakout
- Sports Breakout
- Special Breakout
- Updates

ROLLING LOGS or GRIDS

- Any Width
- Any Font
- Any Point Size
- Any Location of Time Line

Complete TV Booklets

- With Your Logo

Feature Package

- TV News
- Feature Articles
- Profiles
- Puzzles & Quizzes
- Halftoned Photographs

United Feature Syndicate
200 Park Avenue
New York, New York 10017
(212) 557-2333

TV DATA

CLASSIFICATIONS OF FEATURES

Miss Lillian & Friends—ind-7 parts-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Lillian Carter & Beth Tarton ..... WNS
NANA News Service—d-var-mim-ocr-orp-Lc-mail-wire-tts-tel-tape ..... NANA
NANA Pony Service—w-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... NANA
No-Fault Marriage—ind-8,400-xerox—Marcia Laswell & Norman Lobsenz ..... DDS
Our Vanishing Liberties—15 part series-3c10"-orp-ill—Omar V. Garrison ..... SPE
Parents Book About Divorce—inc-8,400-xerox—Richard A. Gardner, M.D. ..... DDS
Pink Collar Wolkers—ind-4 parts-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Louise Kapp Howe ..... UFS
Spotlite Service—w-1 to 7 parts-var-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel ..... UFS
Stay Alive Longer—21 part series-2c15"-orp-ill—Lelord Kordel ..... SPE
The Fifties—ind-8,400-xerox—Douglas Miller and Marion Nowak ..... DDS
The Managerial Woman—ind-3,600-xerox—Drs. Margaret Hennig & Anne Jardim ..... DDS
Total Poker—ind-3 parts-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—David Spanier ..... UFS
TV Spotlight Features—w-1/7 parts-mim-ocr-orp-Lc-wire-tt-ill-mail-tape-tel ..... UFS
Unkindest Cut—ind-6 parts-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Marcia Millman ..... UFS
Winning The Age Game—ind-8,400-xerox—Gloria Heidi ..... DDS
Without A Trace—ind-8,400-xerox—Charles Berlitz ..... DDS
WNS News Service—d-var-mim-ocr-orp-Lc-wire-tt-igp-mail-tel-tape ..... WNS
Woman At Home—ind-8,400-xerox—Arlene Rossen Cardozo ..... DDS
Work and the Older Woman—ind-3 parts-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dana Stevenson ..... UFS
Your Pet Isn't Sick—ind-5 parts-mim-ocr-orp-Lc-wire-tt-mail-tt-mail-tape-tel—Tanzer & Lyons ..... UFS
Zane Grey's Best—w-ps-orp—Short Stones & Books ..... OPS

35—SHORT STORIES

Best Sellers (Fiction & Non-Fiction)—w-hps-pt-orp/book form—Various Authors ..... SBP
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Fact Or Fantasy—w-var-man—Frances Scott ..... BAS
Famous Short Stories—w-250-2000-orp—Various authors ..... SBP
Two Minute Mysteries—300-mim—Donald J. Sobol ..... TM
Weekly Short Stories—w-ps-qpt-orp—Misc. Authors ..... OPS
Zane Grey's Best—w-ps-orp ..... OPS

WHAT COLUMNIST

Exposed the prior knowledge of Watergate by officials of the Democratic National Committee?

Scored the National Geographic for its pro-Castro and Pro-Soviet propaganda?

Pounded away at the failure of the major media to expose Orlando Letelier's subsidy from Cuba?

Reed Irvine in his hard-hitting column, *Accuracy in Media,* tells the important stories that big media ignores or distorts. It is provocative, fresh—and inexpensive.

Write or Call

Accuracy in Media, Inc.
777 14th St., N.W.
Washington, D.C. 20005
202-783-4406

36—SPECIAL PAGES

A Good Idea——4tm-700-xerox-mail—Mike LeFan ..... LEF
Adolph Hitler—ind-8,400/14,400-xerox—John Toland ..... DDS
Antiques & Stuff—w-300-mim-ocr-ocp-Lc-igp-wire-tt-mail-tape-tel—Anne Gilbert ..... UFS
Ask About Antiques—3tw-300-mim-ocr-orp-Lc-igp-wire-tt-mail-tape-tel—Heckman & Orcutt ..... UFS
Ask Anybody . . . Anything—w-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Martin Alwyn ..... NANA
Blood and Money—ind-10,500-xerox—Thomas Thompson ..... DDS
Business Roundtable—w-hp-pt-orp-Lc-ill-mat—Staff ..... GNB
CB Break—sw-600-ocr-ill—Mike Wendland ..... UNP
Christmas Stories—w-250/2,000-orp—Various Authors ..... SBP
Collector's Corner—w-2c-orp-ill—Thomas A. Bateson ..... UFS
Cut Your Own Taxes And Save—sea-var-ocr-orp-tape-mail-wire—Ray De Crane ..... NEA
Datelinesac—d-2ps-mail—Capitol News Service ..... CAP
Design For People—w-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel—Emily Malino ..... UFS
Etc. Service—cont-var-mim-ocr-ill—Various ..... LAT
Fact Or Fiction—Mark Twain "The Trouble with People is They Know Too Many Things That Ain't So"—d-var-xerox-orp—S. Leonard Wadler ..... WAD
Family Features—ind-orp-igp-ing-mail-ps—Various Authors ..... FAM
First Aid For The Ailing House—4tw-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel—Roger Whitman ..... UFS
House Plans—w-750-orp—Gerry Bishop ..... UFS
I'm Eve—ind-10,500-xerox—Chris Costner Sizemore & Elen Sain Pittillo ..... DDS
Inside Education—Sea-pt-hp-orp-Lc-ill-mat—Harvey J. Brudner, Ph.D. ..... GNB
It Happened In Hollywood—5tw-200-mi-ocr—Scott M. Lawrence ..... LAT
It's On The Tip Of My Tongue—w-150-mim-ocr-ill-orp-wire-mail—Dan Carlinsky ..... EF
Justice Story—w-1500-orp ..... CTN
Kid Stuff—w-4c9"-orp ..... TVC
Knight News Wire—7tw-var-wire ..... CTN
Loose Change—ind-10,500-xerox—Sara Davidson ..... DDS
Mini Page—dexS-5c14"-orp-mat—Betty Debnam ..... UNP
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike LeFan ..... LEF
NANA News Service—d-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... NANA
NANA Pony Service—w-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... NANA
News-in-Color—occ-var-orp-ill-mat—Staff ..... NEA
News Service—w-m-sea-cont-ps-pt-orp-Lc-ill-mat—Staff ..... GNB
Old Farmer's Almanac—w-750-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Pictorial Page (Feature Story)—2tw-ps-mat-orp ..... KFS
Picture Show—w (sat.)-ps-orp-igp—Staff ..... APN
Pop Scene Service—w-var-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Barbara Lewis ..... UFS
Prizeweek Puzzle—w-2c3 9/16"-mim-orp ..... UFS
Rock-Pop—d/S-w-tw-600-2c8"-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Single File—tw-600-mim-ocr-wire—Susan Deitz ..... LAT
Spotlite Service—w-1 to 7 parts-var-mim-ocr-orp-Lc-wire-tt-mail-tape-tel ..... UFS
Synergy '77—eoS-1500-ocr-ill-wire ..... FNS
The Fifties—ind-8,400-xerox—Douglas Miller and Marion Nowak ..... DDS
Tune in Tomorrow—3tw-600-mim-ocr-orp-wire-mail—Jon Michael Reed ..... EF
TV Booklets—w-pt-hpv-hpt-hps-orp-bound copies ..... UFS
TV Supplements—w-pt-hps-hpv-orp-bound copies ..... UFS
What's The Law?—6tw-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jack Strauss ..... UFS
Without A Trace—ind-8,400-xerox—Charles Berlitz ..... DDS

37—SPORTS-OUTDOORS

A Child Learns To Swim—sea-2c6"-orp—Staff ..... TSS
All About Horses—w-500-mim—John H. Shropshire ..... SHR

LE-PAC
Features Syndicate
65 Cresta Vista Dr., San Francisco CA 94127
(415) 586-4802

LE PACINI ON THE SPO(r)T
Sports Commentary
Special Moments in Sports
Cameos of sports stories (Now on San Francisco TV)
One-Lining Sports
Gag lines on sports
Say When
Looking back on what was happening in sports 1, 5, 10, 20 years ago
So What?
A compendium of baseball trivia, facts & stories irrelevant enough to be socially significant
Significant Non-entities
Brief biogs of significant people in sports who nobody knows
Reel Facts
Movie trivia at its most insignificant level

All Sports Quiz—dexS-500-man-ill—Darnell Gary ..... DAR
Along The Camping Trail—fn-600-orp-mim—The Bascomes ..... BA
Benchwarmer's Sports Trivia—3tw-orp-mail—Bob Alexander ..... CNS
Billy Casper's Golf—2tw-2c-orp—Billy Casper ..... UFS
Black Sports—3tw-750-mim-tt-telex—Sam Skinner ..... BPS
Black Sports Journal—d/w-5000-mim-tt-telex—Staff ..... BPS
Boating—w-500-orp-jll—Julius Cooper ..... UFS
Bob Harmon Football Forecast, The—w/sea-3c10"-orp-mim—Bob Harmon ..... HFF
Bottom Ten—sea-300-ocr—Steve Harvey ..... UNP
Bowling Tips—3tw-2c-orp—Dick Weber/Patty Costello ..... UFS
Camping All Year Round—w-300-orp—Bob Nesoff ..... MCN
Camping Family Style—w-450-orp-mail—Angela/Ford Bothwell ..... SUB
Caring For Your Car—w-750-ocr-mim-wire-ill—Ray Hill ..... LAT
Champion Athlete—d/w-500-mail-orp—John Unitas and George B. Dintman ..... TWN
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ..... RTS
College Power Ratings—w-3¼c8"-orp—Mort Olshan ..... MOS
Comment on Sports—w-2c4"-orp—Pete Fritchie ..... EDC
Curt Gowdy's Fish and Game Tips—w-4c-orp—Curt Gowdy ..... KFS
Darnell Forcast—w-sea/500-man—Darnell Gary ..... DAR
Dennis McCarthy Column—w-var-ocr-prp—Dennis McCarthy ..... ICP
Dick Dunkel College Basketball Index—w-sea-4c11"-mat-orp—Dick Dunkel ..... DSR
Dick Dunkel College Football Index—w-sea-3c11"-mat-orp—Dick Dunkel ..... DSR
Doctor Jock—w-800-ocr-wire—Dr. David Bachman ..... CTN
Durslag Sports Column—5tw-Lc-orc-wire—Melvin Durslag ..... KFS
Environment—occ-500-mim—H. P. Jans ..... NWS
First One In—1tw-250-ill-ocr-orp-mail—Ed Collins ..... CNS
Golf Cartoons—w-qpt-orp-ill—Misc. Authors ..... OPS
Good Earth Almanac—S-hps-tps-qps-pt-5c-orp-mat—Monte Burch ..... UNP
Hockey For Minors—sea-2c6"-orp—Staff ..... TSS
Hollywood Pit Stop—w-var-xerox—Anthony Cardoza ..... HOP
How To Take The Fun Out Of Golf—w-3c5"-orp—Dick Harris ..... HAA
How To Take The Fun Out Of Tennis—w-3c5"-orp"Dick Harris & Dave Kohl ..... HAA
Inside Auto Racing—3tw-500-mim—Don O'Reilly ..... AU
Inside Football Report '77—w-var-Lc ..... KFS
Inside Sports—w-sea-700-mim—Stan Fischler ..... TSS
Jews In Sports—fn-500-mim—Haskell Cohen ..... JTA
Jim Murray Sports Column—5tw-650-mim-ocr-wire—Jim Murray ..... LAT
Jim Proudfoot—3tw-500-mim—Jim Proudfoot ..... TSS
Jimmy the Greek—tw-500-wire—Jimmy Snyder ..... FNS
Joan Ryan Column—sw-750-wire-xerox—Joan Ryan ..... WPW
Just Ask Murray Olderman—2tw-var-ocr-orp-tape-mail-wire-ill—Murray Olderman ..... NEA
Knight News Wire—7tw-var-wire ..... CTN
Mark Trail's Outdoor Tips—dexS-1c-mat-orp—Ed Dodd ..... FNS
McCulley on Thoroughbreds—d-mail—Jim McCulley ..... PCC
Milt Dunnell—3tw-500-mim—Milt Dunnell ..... TSS
Motorcade USA—w-500-mim—Don O'Reilly ..... AU
N.B.A. Tipoff—w-2c/3c-orp—N.B.A. ..... UFS
News In Color—occ-var-orp-ill-mat—Staff ..... NEA
NFL Game Plan—w-3c4½"/5c2"-orp ..... UFS
Olderman Cartoons—occ-var-orp—Murray Olderman ..... NEA
One-Lining Sports—w-75-xerox-mail—Le Pacini ..... LEP
1-Minute Sports Quiz—w-1c3"-orp—R. M. O'Cain ..... EDC
One On One (TV Sports)—w-3c9⅞"-igp-ing-mail—Joe Koch/Bill Goldman ..... TVT
On The Spo(r)t—w-1200-xerox-mail—Le Pacini ..... LEP
Outdoor Life—w-qpt-orp-ill—Misc. Authors ..... OPS
Palmer Method—2tw-2c-orp—Arnold Palmer ..... UFS
Pedal Pushers—w-400-mail-orp—Jaroslav Woycecho ..... TWN
Pet Rocks—dS-50-mim-mail—Staff ..... WOR
Pigskin Prophecy—w-3¼x20"-orp—Mort Olshan ..... MOS
"Play Better Golf—Jack Nicklaus—3tw-4c-mat-orp-ill—Jack Nicklaus ..... KFS
Pro Pix—w-3¼x8"-orp—Mort Olshan ..... MOS
Rocket Shots—3tw-2c4½"-orp—Rod Laver ..... UFS
Say When—w-125-xerox-mail—Le Pacini ..... LEP
Sidney Du Broff—Here & There with Rod and Gun—w-750-xerox—Sidney Dub Broff ..... GPL
Significant Nonentities in Sports—w-125-xerox-mail—Jose Bloom ..... LEP
Skiing—w-2c-orp—Jean Claude Killy ..... UFS
So What?—sea-var-xerox-mail—Le Pacini ..... LEP
Soccer Shots—w-350-man—Irma Ganz Miller ..... SA
Solunar Tables—w-500-ocr—Jacqueline Knight ..... RTS
Speaking of Sports—1tw-var-ocr-orp-mail—Various ..... CNS
Special Moments in Sports—w-300-xerox-mail—Le Pacini ..... LEP
Sport & Recreation—occ-250-man—Irma Ganz Miller ..... SA
Sport Trivia—3tw-2c2"-orp—Leo White ..... WHI
Sportin' Life—The Week That Was—w-2c4"-mail-orp—Denis Harrington ..... TWN
Sports Cartoons—3tw-2c-mat-orp—Alan Mayer ..... KFS

Now, Mr. Editor . . .

Pick and choose *your own individual weekly package from our 24 feature assortment. Ask for details.*

Community and Suburban Press Service
100 East Main St. • P.O. Box 639
Frankfort, Kentucky 40601

Sports From Pressbox—w-300-orp—Red Lakeland ..... MCN
Sports Hot Line—sw-500-ocr—
Mickey Herslowitz and Steve Perkins ..... UNP
Sports of the Times—4tw-750-wire—Dave Anderson ..... NYT-NS
Sports of the Times—4tw-750-wire—Red Smith ..... NYT-NS
Sports Parade—5tw-500/700-tt—Milton Richman ..... UPI
Sports . . . Postpaid—m-250-man—Irma Ganz Miller ..... SA
Sports Profile For The Week—d/w-var-orp ..... TVC
Sports Quiz—5tw-1c3"-¼"-orp—Dick Wright ..... MCN
Sports Quiz-Cross—w-2c5½"-orp—Al Power ..... YPL
Sports Scene—eom-500-man—Lee James ..... SA
Sports Scene—3tw-1000-Lc-ocr-orp—Jimmy McDonald ..... MCF
Sports Special—w-2c4½"-orp-mat—Al Ray ..... CSP
Sports Unlimited—1tw-var-ocr-orp-mail—Various ..... CNS
Sportscast—2c8"/500-hpt-igp-mail—Bob Seizer ..... HRS
Sportscramble—w-2c4"-orp—Leo White ..... WHI
Sportsman's Digest—6tw-1c4½"-orp—Hal Sharp ..... LAT
Sportsville—d/w-1c2"/2c4"-mail-orp—Thomas E. Moran ..... TWN
***Stan Smith's Tennis Class**—3tw-4c-mat-orp—Stan Smith ... KFS
Tank McNamara—d-S-4c2"-hps-qps-hpt-mat-orp-tps—
Jeff Millar and Bill Hinds ..... UNP
Taylor Jones Caricatures—5tw-4c-orp—Taylor Jones ..... LAT
Teaching Pro—tw-2c-orp—Don Leary ..... LAT
Tennis Anyone—w-500-mail-orp—Dyke Hendrickson ..... TWN
Tennis Cartoons—w-qpt-orp-ill—Earl Engleman ..... SBP
The Chargers—d-4c2"-mail-orp—Ross E. Bunch ..... TWN
The Steam Room—eod-var-ocr-orp—Bud Furillo ..... ICP
The Steering Column—w-500-man-igp-mail—Bob Cutter ..... THG
Tips From the Tour—w-600-mim-ill—Arnold Palmer ..... UFS
Trim's Arena—dexS-2c3"-orp-mat—Wayne Stayskal ..... UNP
Turf Tips—d/w-500-mail-orp—Ronald J. Reichart ..... TWN
Turnstile Testers—w-2c4"-mail-orp—Denis Harrington ..... TWN
TV Week Ahead Sports—d/w-var-orp ..... TVC
Various Titles—occ-500/650-ocr-orp-mail—Jack Murphy ..... CNS
Ward 'n' Gord—w-4cx2¾"-orp—Paul E. Ticknor ..... WNG
Where Are You Now—3tw-orp-mail—Chuck Beebe/Dick Brumley CNS
Wild Animals—occ-600-mim—Peter J. Horton ..... NWS
Women Sports—w-650-ocr—Staff of Women Sports magazine .. SMP
You, Your Child, and Sports—w-500-mim—David Nydick .... DAN
Young Ideas—5tw-700-Lc-orp-wire—Dick Young ..... CTN

38—STAMPS, COINS, MEDALS

Adventure Postpaid—m-250-man—Jeff Miller ..... SA
Coin Counting—w-500-man-mim-igp-mail—Barbara White .... NUM
Coin Notes—w-300-mim—Ronald Anders ..... AR
Coin Roundup—w-500-ill-mim-ocr—Edward C. Rochette ..... LAT
Coin Stamp—Medal World—w-500-man—F. G. Spadone ..... SPA
Fireside Chats—eom-16pp-5½x8½"-orp—Gustav Detjen, Jr. .... DET
International Adventure (Numismatic)—w-500-mim—
Julius Weiss ..... WEI
International Adventure (Philatelic)—w-500-mim—
Julius Weiss ..... WEI
Junk or Treasure?—w-500-mail-orp—Edward V. Rothkirch .... TWN
Philatelic News—w-500-8½x11"-man-orp—Gustav Detjen, Jr. .. DET
Postal Panorama—w-600-mail-orp—Mathew Bowyer ..... TWN
Postal Views—w-500-man-mim-igp-mail—Barbara White ..... NUM
Spotlighting Dolls—w-500-mail-orp—Bernice C. James ..... TWN
Sports . . . Postpaid—m-250-man—Irma Ganz Miller ..... SA
Stamp investment Guide—w-650-man-igp-xerox-mail—
Mark A. Kellner ..... KEL
Stamp Nook—w-600-mim-igp—Ronald Anders ..... AR
Stamping Around The World—1tw-550-ocr-orp-mail—
Lee Blauvelt ..... CNS
Stamps—w-500/700-man-ill—Joseph Zollman ..... STA
The Coin Box—1tw-550-ocr-orp-mail—Gary Palmer ..... CNS
The Coin Box—w-400-mim-mail—Norman M. Davis,NLG ..... NMD
The Philatelic Journalist—eom-16pp-5½x8½"-Lc—
Gustav Detjen, Jr. ..... DET
The Stamp Scene—w-650-man-igp-xerox-mail—
Mark Allen Kellner ..... KEL
The Wonderful World of Stamps—m-750-man-orp—
Gustav Detjen, Jr. ..... DET
The World of Coins—w-500-man-mim-igp-mail—Barbara White NUM
Treasure Trove—w-500-mail-orp—Frank Albro ..... TWN
Variety Oddity (coin collecting)—w-500-man—F. G. Spadone . SPA
World of Stamps—w-400-mail-orp—Joseph H. Pompey ..... TWN

38A—TEENAGE

A Good Book To Read—d/w-500/1000-man—Martin J. Ross ... LAW
A Problem Today—w-150-orp—Ida Nettleton ..... SBP
Arnie—w-ps-orp-ill—Arnie Stockholm ..... SBP
Ask Beth—tw-500-mim-ocr-wire—Elizabeth Winship ..... LAT
Braintwister—w/S-ps-orp—Amery Brown ..... OPS
Careers—tw-450-mim-ocr—Joyce Lain Kennedy ..... SFI
Dear Sally—w-150-orp—Sally Casey ..... OPS
Dot To Dot—w/S-ps-orp-ill—Earl Engelman ..... SBP
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... SBP
Eyes On Tomorrow—dS-500/750-mim-mail—Nan Lane ..... WOR
For and About Teenagers—w-2c4"-orp-mat—Staff ..... CSP

EDITOR'S COPY

Research-saving, non-partisan, public-interest editorials, national & Historical, plus 20 excellent features. 1 price for all & exclusive.

SINCE 1926 1ST CHOICE OF INDEPENDENT EDITORS

Edward H. Sims, Publisher
Box 532, Orangeburg, S. C. 29115 • 803-534-1110

IIPS

Inter-Continental Press Syndicate is the name to remember

for circulation-building small news hole features.

We have great names in store for you in politics, sports, nutrition, entertainment, crafts, travel, antiques, and humor. The material we syndicate covers the age and interest spectrum. The material submitted is charged on a nominal fee basis according to declared circulation.

WE'RE NAME DROPPERS, WHY NOT PICK UP A FEW!

Just contact Lynne Magnuson, executive editor at 111 North Isabel Street, Glendale, California 91209 P.O. Box 991. for additional information.

SEN. GEORGE D. AIKEN
When he speaks people listen.

JOHN ROBINSON
Head Football Coach at U.S.C.

DENNIS McCARTHY
Information and instructions for the novice tennis player.

JOAN PROCTOR
Chuckle situations of everyday family living.

BUD FURILLO
A different sports column.

JOHN M. BOGERT
Profiles on well known celebrities world wide.

MARIO MACHADO
Entertaining show business gossip and news.

ALLEN W. MATHIES, Jr., M.D.
Professor of Pediatrics and Dean of the School of Medicine at U.S.C.

DANA TOMPKINS
Everything your readers want to know about antiques.

DON T. Jr. & SCARLETT C. HIBNER
Fellows of the L.S.B. Leakey foundation. African environment.

GALE ROBBINS
Money saving ideas for today's woman.

CLASSIFICATIONS OF FEATURES

Fun & Games—w/S-ps-orp—W. Trag ..... SBP
Games & Puzzles—w-qpt-orp-ill—Misc. authors ..... OPS
Generation Rap—3tw-Lc-orp ocr-wire—Helen & Sue Bottel ..... KFS
Getting It Together—w-600-mail-orp—Lloyd Wynn ..... TWN
Growth, Conflicts & Hangups—2tw-500-ocr-wire-Dr. Saul Kapel ..... CTN
Hair Care—w-3c2"-orp—Carol Bently ..... ITP
Helen Bottel—6tw-Lc-ocr-orp-wire—Helen Bottel/Sue Bottel ..... KFS
How Can I—w-150-orp—Beth Lewis ..... OPS
Just For You—w/S-ps-orp-ill—Earl Engleman ..... SBP
Lesson In English—w-100-orp—C. Gordan ..... SBP
Letters From Dad—d/w-500/1000-man—Martin J. Ross ..... LAW
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Modern Etiquette—w-150-orp—Jane Sherrod ..... SBP
MODmor List—w-var-mim-mail—Sheldon Rose ..... JPS
People & Problems—d/w-500/1000-man—Martin J. Ross ..... LAW
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... SBP
Programmers Service—w-var-mim-mail—Sheldon Rose ..... JPS
Rated G—occ-800-mim-ilm-orp—Lucinda ..... NPS
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Real World—w-var-Lc-ocr—George Noble ..... KFS
Rock Pop—d/S-w-tw-600.2c8"-orp-igp-Lc-xerox-mail—James Riordan ..... RPT
Rodkasters List—w-var-mim-mail—Sheldon Rose ..... JPS
7 Errors—w/S-ps-orp—F. Hayes ..... SBP
Strictly For Dads—tw-350-ocr—Dr. Charlie Shedd ..... UNP
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... SBP
Teen-Age Mail—tw-500/700-xerox—Dorothy Ricker ..... RIC
Teen Scene—d-1c3"-orp—Ted Dee ..... HAR
Teenage Corner—d-500-mim—Ellie and David ..... TEE
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... SBP
Teenage Travel—w-450/500-mim-ill-mail—Tod Lewis ..... JPS
Teen-Agers Say—w-750-mim—Lester Rand ..... YOU
Terse Verse—w/S-ps-orp—Anthony Carter ..... OPS
The Scene—w-500-mim—Robert Edward Curtis ..... GSM
The Stamp Scene—w-650-man-igp-xerox-mail—Mark A. Kellner ..... KEL
The Youthful Viewpoint—w-1000-mim—Lester Rand ..... YOU
Today's Teens—w-300-mim—Lester Rand ..... YOU
Truth—w/S-ps-orp-ill—Paul Swan ..... SBP
Under Twenty—d-300-mim-mail—Kurt Lassn ..... CF
Young World—w-var-wire-mail—Tom Lennon ..... NCF

39—TRAVEL

A Problem Today—w-150-orp—Ida Nettleton ..... SBP
Adventure Postpaid—m-250-man—Jeff Miller ..... SA
Along The Camping Trail—fn-600-orp-mim—The Bascomes ..... BA
Around the World With Delaplane—w-600-ocr—Stan Delaplane ..... CHR
Bryant/Hall Travel—w-700-mim—G. Bryant, G. Hall ..... TSS
California Crossroads—w-400-xerox-igp ..... WWF
Camping All Year Round—w-300-orp—Bob Nesoff ..... MCN
Camping Family Style—w-450-orp-mail—Angela/Ford Bothwell ..... SUB
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ..... RTS
Dan Carlinsky Column (Various Titles)—occ-var-xerox—Dan Carlinsky ..... CAR
Dateline America—w-1000-mim—Jeffrey Blyth ..... ITP
Destination—w-600/700-mim—Joseph Adler ..... ADL
Don. T. Hibner, Jr./Scarlett C. Hibner Column—w-var-ocr-orp—Don T. Hibner, Jr./Scarlett C. Hibner ..... ICP
Dorothy Richey's Travel Talk—w/tw-pt/var-man-orp-mail—Dorothy & Noyes Richey ..... RBN
Feature Story—w-500/600-mim-orp-igp-mail—Griffith: Reporter ..... GRF
Footloose With Frye—occ-750/1500-telex-mail—William R. Frye ..... FRY
Freighter Travel—w-750-xerox—Norman Austin ..... HIS
Going Our Way—S-1000-mim-igp-mail—Bob Sloane ..... STR
Historic Walking Tours—sm-1000-mim-igp—Rosellen Callahan ..... EES
Home Guide—sea-bl-man ..... TAP
Knight News Wire—7tw-var-wire ..... CTN
Lesson In English—w-100-orp—C. Gordon ..... SBP
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Magic Carpet—w-500-mail-orp—Edward von Rothkirch ..... TWN
Motor Tips—w-500-mim—Stirling Moss ..... SBP
National Geographic News Features—sw-500/600-mim-ill—Various Authors ..... NGS
Of All Places—w-750-igp-ocr-wire—Horace Sutton ..... FNS
Passport To Everywhere—w-600-mim-igp-mail—Ron Butler ..... CF
Ports of Call—w-2c7½"-orp—Edw. H. Sims ..... EDC
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Shopping The World—sm-750-mim-igp—Rosellen Callahan ..... EES
Strange Tales from Far Away Places—w-500-mail-orp—Kay Ward ..... TWN
Teenage Driving Tips—w-500-orp—Jane Sherrod ..... SBP
Teenage Travel—w-450/500-mim-ill-mail—Todd Lewis ..... JPS
Test Yourself—d/w-500/750-orp-ill—Jane Sherrod Singer ..... SBP
The Penny-Wise Traveler—w-Lc-ocr-ill-wire—Jane Morse ..... KFS
The Traveler's World Column—S-1600/1800-xerox—Paul J. C. Friedlander ..... TTW
Tips For Trips—sm-750-mim-igp—Rosellen Callahan ..... EES
To The World's Horizon—w-500-mail-orp—Henry Alexander ..... TWN
Travel—occ-600-mim—John Pinkerman ..... NWS
Travel—m-var-mim-man-mail—Juliet McGhie ..... IMN
Travel—w-igp—Ida Fried ..... EPS
Travel Addict—w-600-mail-orp—Kay Cassill ..... TWN
Travel Along—fn-600-orp-mim—The Bascomes ..... BA
Travel Assignments—occ-var-man—Staff ..... SPR
Travel Box—w-1200-orp—Various Authors ..... NYT
Travel Facts—S-qps-mail—Landt & Lisl Dennis ..... TRF
Travel Fillers—w-500-mim—Staff ..... SPR
Travel & Leisure—w-500-mim—Bob Nesoff ..... GSM
Travel Log—w-500-mim—Dave Goodwin ..... GWN
Travel News & Notes—w-var-igp-orp—George G. White ..... FEA
Travel Tips—m-var-xerox-mail—Paulette Cooper ..... INP
Travel-Tourism—eom-var-mim—David Horowitz ..... WUP
Travel Whirl—w-var-man—Buddy Basch ..... BAS
Travel With Hermes—w-750-orp—Hermes ..... NEW
Trip Tips—w-650-xerox—Marie Mattson ..... MAT
Trip Tricks—w-500-mim—Staff ..... SPR
Various Titles—occ-400/650-ocr-orp-mail—John Philip Sousa ..... CNS
Woman's Way to Travel—sm-750-1,000-mim-igp—Rosellen Callahan ..... EES
Women's Wear Daily—5tw-var-orp-igp-mail ..... FAo
World Wide Travel Advice—w-var-xerox-mail—Paige Palmer ..... FAS
Your World—w-500-mim—Chuck Vance ..... VAN
Youth On The Go—ind-1000-man—Randy Mink ..... MIK

40—VETERANS

At Your Service—w-var-mim—Staff ..... ARM
Newsfeatures—d-var-orp-ill-tape-ocr-mail-wire—Staff ..... NEA
Of Arms and Men—2tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Col. Robert D. Heinl ..... NANA
Time of Your Life—2tw-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jack Smith ..... UFS
Vets' Voice—w-600-ocr—David Ward ..... UNP

41—WOMEN'S PAGES

A Hand Around The House—w-500-mim-ocr-ill-wire—A. J. Hand ..... LAT
A Little Prayer—dS-1c1"-orp—Mary Alice Bennet ..... AF
A Lovelier You—5tw-300-1c/3c-ilm-orp—Mary Sue Miller ..... FNS
A New You—3tw-ill-mat-orp-Lc-ocr-wire—Emily Wilkens ..... KFS
A Problem Today—w-150-orp—Ida Nettleton ..... SBP
A Stitch In Time—w-600-mail-orp—Julia Home ..... TWN
A Women Like You—w-var-man—Frances Scott ..... BAS
A Woman's View of Foreign Affairs—w-800-mail-igp—Trudy Mulcahy Howard ..... HOW
Adam's Rib—w-500-mail-orp—Eve Adams ..... TWN
All About Pets—w-500-mim-ocr-ill—Eleanor Price ..... LAT
Along The Food Trail—fn-600-orp-mim—The Bascomes ..... BA
Along The Wine Trail—fn-600-orp-mim—The Bascomes ..... BA
Amory's People—tw-550-mim-ocr-wire—Cleveland Amory ..... LAT
Amy—dexS-2c3"-orp—Jack Tippit ..... RTS
Animal Puzzles—w/S-ps-orp-ill—W. Trag ..... SBP
Ann Landers' Column—dS-750-ocr-wire—Ann Landers ..... FNS
Antiques & Stuff—w-300-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Anne Gilbert ..... UFS
Apartment Decorating—w-450-orp-mail—Jennifer Tahtinen ..... SUB
Arnie—w-ps-orp-ill—Arnie Stockholm ..... SBP
Around The House—w-var-mim—Jan S. Paul ..... PAU
Art Buchwald Column—tw-700-ocr-mim-wire—Art Buchwald ..... LAT
Ask About Antiques—3tw-300-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Heckman and Orcutt ..... UFS
Ask Aunt Madge—d-240-300-man—Maty Madge Saksena ..... ASK
Ask Beth—tw-500-mim-ocr-wire—Elizabeth Winship ..... LAT
Ask Dr. Landau—tw-400-mim-ocr—Miriam Landau ..... LAT
Ask Jennifer—tw-500-mim-ocr-wire-ill—Jennifer Anderson ..... LAT
Astrological Forecast—d-600-orp-ocr-mim-wire—Sydney Omarr ..... LAT
At Large—sw-750-wire-xerox—Ellen Goodman ..... WPW
At Wit's End—tw-400-ocr-wire—Erma Bombeck ..... FNS
Aunt Julia—w-500-mail-orp—Dr. Marie Joachim ..... TWN
Australian Home Journal—m-ps-orp-ill ..... OPS
Australian Woman's Weekly—m-ps-orp-ill ..... OPS
Backyard Bonanza—w-400-mail-orp—Michelle Hickman ..... TWN
Beautiful!—dexS-1c3"/2c4½"-orp—Barbara Jones/Charles Bowen ..... AF
Beauty Tips From Hollywood—w-500-orp—Various show business personalities ..... SBP
Before You Buy—w-750-mim-ocr-orp-Lc-mail-wire-tts-tape-tel—Margaret Dana ..... UFS
Behind the Seams—w-450-orp-mail—Peggy Bendel ..... SUB
Betty Beale's Washington Letter—w-var-igp-ocr-wire—Betty Beale ..... FNS
Between Us Girls—dexS-1c1"-xerox ..... AF
Braintwister—w/S-ps-orp—Amery Brown ..... OPS
Bramson's World—w-500-mail-orp—Betty Bramson ..... TWN
Broadway Interviews—occ-600-mim-oct-orp-Lc-wire-tt-igp-mail-tape-tel—Rebecca Morehouse ..... WNS
Careers—tw-450-mim-ocr—Joyce Lain Kennedy ..... SFI
Cathy—dS-hps-tps-qps-pt-hpt-4c2"-orp-mat—Cathy Guisewite ..... UNP
Celebrity Cookbook—w-800/1200-mim-ocr-ill-wire—Johna Blinn ..... LAT
Celebrity Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Cindy Adams ..... WNS
Celebrities Laugh—w-qpt-orp-ill—misc. Cartoons ..... OPS
Celebrities Speak—w-qpt-orp-ill—misc. Authors ..... OPS
Celebrity Parade—w-450-orp-mail—Cathy Post Field ..... SUB
Change Your Handwriting . . . Change Your Life—w-250-xerox—Patricia Lavin ..... BUR
Chef Marcia—w-600-mim-ocr-orp-Lc-wire-tt-igp-mail-tape-tel—Marcia Burg ..... WNS

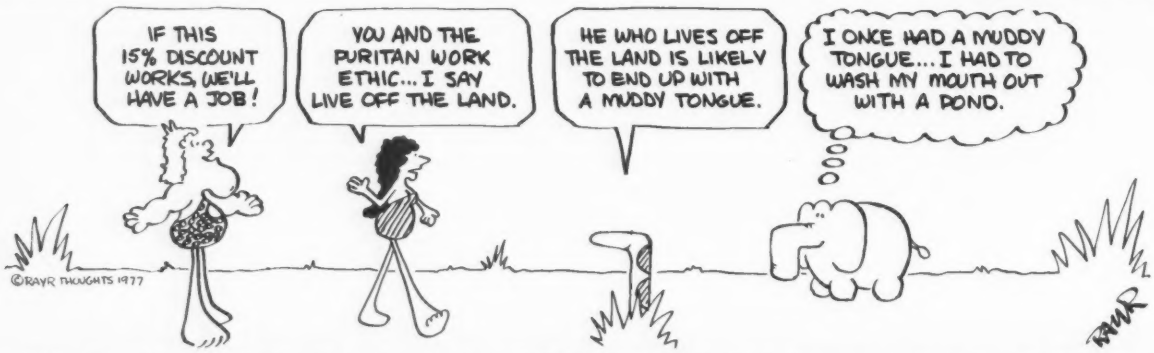
. . . a pet column for "non" pet lovers

Guaranteed unlike any other pet column. Send for FREE trial samples.

The Pet Parade
4354 Clybourn Ave.
Burbank, Calif. 91505
213-849-5077

Our 15% Foot-in-the-Door discount means 2 weeks free.

LARS AND JUNE — **by Ray Rhamey**



Write now for details & copious samples: **RAYR THOUGHTS, 38 S. Kerwood, Palatine IL 60067.**

Children's Puzzles—w/S-ps-orp-ill—W. Trag ..... SBP
Christian Science Monitor News Service—5tw-var-igp-orp-ocr ..... RTS
Claudia's Corner—w-300-mail-orp—Claudia E. Lico ..... TWN
Cleo Magazine from Australia—n-ps-orp-ill ..... OPS
Clotheslines—w/5tw-750/150-mim-ocr-ill-wire—Marylou Luther ..... LAT
Collector's Corner—w-2c-orp-ill—Thomas A. Bateson ..... UFS
Color The Drawing—d/w/S-ps-orp-ill—W. Trag ..... OPS
Community Club Awards—John C. Gilmore ..... CCA
Consumer's Question Box—w-750-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Margaret Dana ..... UFS
Contemporary Living—tw-500-mim-ocr-wire—Letitia Baldrige ..... LAT
Continental Diary—w-700-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Noel Anthony ..... NANA
Country Sunshine—w-var-man-orp-mail—Betty Holberg ..... RBN
Creative Crafts—S-500-man-igp-mail—Dona Z. Meilach ..... MEI
Dan Carlinsky Column (Various Titles)—occ-var-xerox—Dan Carlinsky ..... CAR
Dear Debbie—w-400-orp—Deborah White ..... MCN
Dear Abby—6tw-700-ocr-orp-wire—Abigail Van Buren ..... CTN
Dear Mother Earth—6tw-250-mim-ocr-ill-wire—Joel & Lynn Rapp ..... LAT
Dear Sally—w-150-orp—Sally Casey ..... OPS
Deco Plans—w-500-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Design For People—w-500-mim-ocr-ill-orp-tts-tape-mail-wire-tel—Emily Malino ..... UFS
Designing Woman—tw-500-mim-ocr-ill-wire—Barbara Taylor Bradford ..... LAT
Do-It-Yourself—w-var-ocr-igp—Steve Ellingson ..... UB
Dot To Dot—w/S-ps-orp-ill—Earl Engelman ..... SBP
Doing the Right Thing—6tw-600-ocr-wire—Elizabeth Post ..... CTN
Dottie Decorates—w-500-mim-ill—Harry & Dorothy Brown ..... LAT
Drawing Is Fun—w/S-ps-orp-ill—W. Trag ..... SBP
Dreams—5tw-500-mim-ill-ocr-wire—George Christian ..... LAT
Drugs Your Doctor Prescribes—w-400/800-mim-ocr-wire—John Brennam ..... LAT
Dumplings—d-4c-orp—Fred Lucky ..... LAT
Eat and Grow Younger—24 part series-2c15"-orp-ill—Lelord Kordel ..... SPE
Eat, Drink & Be Merry—w-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Robert J. Misch ..... WNS
Eat Right & Live Longer—12 part series-3c10"-orp-ill—Lelord Kordel ..... SPE
Eat Up & Slim Down—14 part series-3c10"-ill—Lelord Kordel ..... SPE
Editorial Material & Pictures for Women's Pages ..... UOP
Faith Fortune, Confidential Counselor—w-var-man—Frances Scott ..... BAS
Family Features—ind-ps-orp-igp-ing-mail—Various Authors ..... FAM
Family Finance—2tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Betty Yarmon ..... WNS
Famous Recipes—w-250/750-orp-igp-color—J. Sherrod ..... SBP
Fashion And Fabrics—w-400-orp—Fannie Gleeson ..... MCN
Fashion/Beauty—2tw-600-orp-ill-tape-ocr-mail-wire—Ellie Grossman ..... NEA
Fashion & Beauty Tips—w-var-orp-mail-wire-ocr—Staff ..... NEA
***Fashion, Face & Figure**—w-var-orp-Lc-igp-tape-wire-tts-tel-mim-ocr—Florence de Santis ..... UFS
Features and Quizzes—w-var-mim—Graham and Heather Fisher ..... ITP
Feminist Q. & A.—w-500-mim—Mary Ellen Corbett ..... COS
First Aid for the Ailing House—4tw-500-mim-ocr-orp-Lc-ill-wire-tt-mail-tape-tel—Roger Whitman ..... UFS
Food & Fitness—w-700-mim-ocr-wire—Dr. Lawrence Power ..... LAT
Food for Americans—3tw-400-orp-ill-tape-ocr-mail-wire—Aileen Claire ..... NEA
For The Consumer—2tw-600-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Sidney Margolius ..... WNS
***For Women Only**—3tw-700-mim-orp-Lc-mail-wire-tts-tel-ocr-tape—Dr. Lindsay Curtis ..... UFS
Fun & Games—w/S-ps-orp—W. Trag ..... SBP
Generation Rap—3tw-Lc-orp-ocr-wire—Helen & Sue Bottel ..... KFS
Happier Living—wm-300-xerox—Phyllis Mitchell ..... MIT
Helen Bottel—6tw-Lc-ocr-orp-wire—Helen Bottel/Sue Bottel ..... KFS
***Hints from Heloise**—d-Lc-mat-orp-ocr-S-tps-hpt-color-mat-orp-wire—Heloise ..... KFS
Holiday Preparedness—ind-var-color—Staff ..... NEA
Home Game—w-300-orp—Virginia Truax ..... MCN
Home Line—6tw-500-mim-ocr—Roberta Matthews ..... LAT
Home Of Your Own—w-250-mim-ocr-ill—Jean-Paul St. Michel ..... LAT
Homebody Gourmet—fn-1500-igp-man-Lc-mat-ocr—Mid Paulus ..... MCF
Homegrown—w-600-mim-ocr-ill—Terri Gabriel ..... LAT
Household Scrapbook—w-100-orp—Mary Craig ..... OPS
How Can I—w-150-orp—Beth Lewis ..... OPS
How Times Have Changed—w-300-mail-orp—Dorothy Murray ..... TWN
Idle Musings—w-600-mail-orp—Lynette Evans ..... TWN
I'm Eve—ind-10,500-xerox—Chris Costner Sizemore & Elen Sain Pitillo ..... DDS
Inside Fashion—4tw-900-mim-igp—Eugene Sheppard ..... FNS
Insight & Inspiration—w-150-mail-orp—Various Authors ..... TWN
Interior Decorating—4tw-400-mim-ocr-igp-tape-orp-mail-Lc-wire-tts-tel—Genevieve Fernandez ..... UFS
International Decade of Women and its Hidden Politics—w-var-man-igp—Trudy Mulcahy Howard ..... HOW
It's Fun In—w-90-mim-mail—Fritchie Saunders ..... HC
Jeane Dixon—d-475-mim-ocr-orp-wire—Jeane Dixon ..... LAT
Jolly Green Thumb—w-450-orp-mail—Mary Furey Crymes ..... SUB
Just For You—w/S-ps-orp-ill—Earl Engelman ..... SBP
Knight News Wire—7tw-var-wire ..... CTN
Know Your Antiques—w-500-igp-orp-ocr—Ralph & Terry Kovel ..... RTS
Ladies First—w-500-mim-ocr-orp-Lc-mail-wire-tape-tts-tel—Trixie Belmont ..... WNS
Laughing all the Way—w-400-man—Niana Diamond ..... DIA
Lesson in English—w-100-orp—C. Gordon ..... SBP
Let's Stay Well—btw-600-mim-oct-orp-Lc-wire-tt-mail-tape-tel—Dr. F. J. L. Blasingame ..... UFS
Letters From Dad—d/w-500/1000-man—Martin J. Ross ..... LAW
Lifestyle—w-500-xerox-man—Rita Harper ..... HAC
Lifestyles—3tw-750-orp-Lc-mail-wire-tts-tel-mim-ocr-igp-tape—Marian Christy ..... UFS
Listen, Bess—2tw-600-ocr-wire—Bess Myerson ..... CTN
***Living Today**—btw-orp-ill-mat—Joan O'Sullivan ..... KFS
Look & Learn—w-150-orp—Anne Sanders ..... SBP
Loose Change—ind-10,500-xerox—Sara Davidson ..... DDS
Love Is . . .—6tw-1c3"-orp—Kim Grove ..... LAT
Lucille Rivers On Sewing—w-750-ocr-wire—Lucille Rivers ..... FNS
Maddox Column—w-400-orp-tape-ocr-mail-wire—Gaynor Maddox ..... NEA
Mazes—wS-ps-orp—Various Cartoonists ..... SBP
Men's Fashions—occ-600-ocr-orp-tape-mail-wire-ill—Charles Hix ..... NEA
Miracle Gardening—w-500-orp-igp-color—J. Finletter ..... SBP
Mirros of Washington—w-700-mim-ocr-orp-Lc-mail-tape-wire-tts-tel—Isabelle Shelton ..... NANA
Modern Etiquette—w-150-orp—Jane Sherrod ..... SBP
More For Your Money—4tm-300-2c6"-orp-xerox-mail—Mike LeFan ..... LEF
More Than Beauty—tw-600-ocr-igp—Betsy von Furstenberg ..... UNP
Mothers Are People, Too—w-600-mail-orp—Shirley L. Radl ..... TWN
Mr. Club Woman—w-spv-mail-orp—John C. Gilmore ..... CCA
Ms. Consumer—w-700-mail-orp—Georgia Jeffries ..... TWN
My Success Story—w-500/1000-orp—Various Famous Authors ..... SBP
Natural Foods—w-500-mim-ocr-wire—Susan Dart ..... LAT
Needleplay—2tw-800-ocr-wire—Erica Wilson ..... CTN
Newsfeatures—d-var-orp-ill-tape-ocr-wire-mail—Staff ..... NEA
No-Fault Marriage—ind-8,400-xerox—Marcia Laswell & Norman Lobsenz ..... DDS
Now!—tw-1c7"-orp-ocr—Gene Loyd ..... RTS
Old-Fashioned Thrift—tw-2c4¾"-orp—Katie Hess ..... RTS
Once Over Lightly—tw-300-ocr-ill—Nancy Stahl ..... UNP
One Woman's Voice—w-750-orp-mail—Various Authors ..... PRI
Parents Book About Divorcee—ind-8,400-xerox—Richard A. Gardner, M.D. ..... DDS
Pat's Pointers—w-500-igp-ocr-wire—Pat Trexler ..... FNS
Patterns & Needlework—S-pt-hpt-orp-mat—Staff ..... NEA
Patterns & Pointers—S-tps-pt-hpt-orp-mat—Polly Cramer ..... NEA
Penny Thoughts—dexS-1c2½"-orp—Michael Fortuna & Jackie Spears ..... AF
Peter Panic—w/S-ps-orp-ill—Lo Linkert ..... SBP
Phyllis Mitchell's Column—dexS/w/m-300-xerox—Phyllis Mitchell ..... MIT
Plants In The Home—w-Lc-ocr-ill-wire—Elvin McDonald ..... KFS
Polly's Pointers—5tw-450-orp-tape-ocr-ill-mail-wire-S-tps-pt-hpt-orp-mat—Poly Cramer ..... NEA
Profile—w-500-xerox-man—Rita Harper ..... HAC
Quick Tip Beauty Strip—tw-4c-orp—Jennifer Anderson ..... LAT
Read & Remember—w-150-orp—Darrell McClure ..... OPS
Roper Poll—S-500-ocr-mim-wire—Burns W. Roper ..... LAT
Samantha Reads Your Stars—w-600-orp-mail—Sue Reed ..... SUB
Save Time & Money—w-450-orp-mail—Ann Frances Dolan ..... SUB
Self-Help to Charm—w-300-mim-mail—Harriet Carlson ..... HC
7 Errors—w/S-ps-orp—F. Hayes ..... SBP
Sew Biz (c)—w-600/700-mim-ill—Julia C. McCombs ..... COE
Sewing Sense—w-600-mim-mail-igp—Eleanor Lee ..... CF
Sew What's New—w-500-ocr-ill—Sandra Kelly ..... UNP
Sew With Flair—w-500-ocr-ill—Sandra Betzina ..... CHR
She—tw-300/500-mim-igp—Eleanor Lambert ..... FNS
Shirley Lord—tw-600-ocr-wire—Shirley Lord ..... FNS
Single By Choice—w-500-mail-orp—Antoinette May ..... TWN
Single File—tw-600-mim-ocr-wire—Susan Deitz ..... LAT
Slim Chance in a Fat World—ind-var-mim—Richard B. Stuart & Barbara Davis ..... MAN
Slim Gourmet—3tw-500-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Barbara Gibbons ..... UFS
Something Special—S-350/450-mim—Bonnie Papic ..... SSN
Spotlighting Dolls—w-500-mail-orp—Bernice C. James ..... TWN
Stay Alive Longer—21 part series-2c15"-orp-ill—Lelord Kordel ..... SPE
Stitching Witchery—1tw-400-ocr-orp-mail—Betty W. Kinser ..... CNS
Stitchin' Time (sewing)—eow-400-ocr-orp-tape-mail-wire-ill—Joanne Schrieber ..... NEA
Stitchin Time (Knitting)—eow-400-ocr-orp-tape-mail-wire-ill—Judy Love ..... NEA
Subhuman Relations—w-500-mail-orp—T. Perew ..... TWN
Sugar and Spice—dexS-30-xerox—Elinor K. Rose ..... AF
Sunday Laughs—w-ps-orp-ill—Paul Swede ..... SBP
Susie Mac—5tw-600-mim-ocr-orp-mail-Lc-wire-tts-tel-tape—Val Winsey ..... UFS
Suzy Says—5tw-750-orp—Aileen Mehle ..... CTN
Teen Forum—4tw-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Jean Adams ..... UFS
Test Yourself—w/d-500/750-orp-ill—Jane Sherrod Singer ..... SBP
That's Life—w-200-mail-orp—Ann Gray ..... TWN
The Better Half Daily—d-2c3"-orp—Ruth Barnes ..... RTS
The Home Executive—w-300-mail-orp—Janie Graybill ..... TWN
The Leisure Craftsman—3tw-2c/3c-ill-orp-wire—Phyllis Fiarotta ..... KFS
The Managerial Woman—ind-3,600-xerox—Drs. Margaret Hennig & Anne Jardim ..... DDS
The Mini-Gourmet—w-450-orp-mail—Mary Furey Crymes ..... SUB
The Stage Of Fashion—w-500-mail-orp—Princess Kay & Others ..... TWN
The View From The Top—w-500-ocr-igp—Milton Rockmore ..... ROC
The Visible Woman—1tw-400/600-ocr-orp-mail—Janet Lowe ..... CNS
Things Your Mother Never Taught You—sw-600-ocr-ill—Charlotte Slater ..... UNP
Thinking Slim—w-500-orp-mail—Jean Nidetch ..... SUB
Tobe Says—4tw-60/120-ocr-wire—Tobe ..... FNS

TV LISTINGS AND FEATURES WITH ADVERTISING SUPPORT

Prepared from the viewpoint of the paid circulation newspaper.
Camera ready, in manuscript or for scanner.
Supplied at reasonable cost if you sell the ads . . . at no cost if we sell plus-business yearly contracts.

Call (212) 532-0170

DRS INC. DICKINSON NEWSPAPER SERVICES, Inc.
271 Madison Ave., New York, N.Y. 10016

An Idea Whose Time is *Now*...

WOMENPOLL™

An attitude and opinion survey of the nation's most influential majority, distilled into a lively 600-word weekly column. Tells readers what women *really* think about abortion, the death penalty, euthanasia, truth in government, religion, politics, women's rights and *all* the most provocative issues of the day.

Write or phone for more information or FREE trial subscription.

WomenPoll
2200 Benjamin Franklin Parkway
Philadelphia, Pa. 19130
(215)567-7556

THE Hollywood REPORTER SYNDICATE

The Hollywood Reporter has been the definitive source of information for scores of entertainment professionals for nearly five decades. Since 1930, the interindustry newspaper has informed its readers of news developments in the motion picture industry, radio, music, theatre, and television.

Many Reporter articles would be too esoteric for mass consumption, but there remains a wealth of other material the public finds fascinating. Our editors select such articles and features to comprise a weekly package for newspaper syndication.

As Hollywood's foremost industry communications daily, we now present the most complete and compelling entertainment package ever presented in syndication. Our label of quality and reliability is established around the world and we invite you to accept an initial Hollywood Reporter package free of charge. Publish all or part of the material and see how you like it. We would be pleased to list your newspaper among our subscribers.

The HR Syndicate
6715 Sunset Blvd.
Hollywood, CA 90028
(213) 464-7411

Sincerely yours,
TICHI WILKERSON MILES
Publisher and Editor-in-Chief

CLASSIFICATIONS OF FEATURES

Today's Woman In Today's World—dS/we-2c8"-orp-mail—Dorothy Richey, Patricia Bosch ..... RBN
Truth—w/S-ps-orp-ill—Paul Swan ..... SBP
Virginia Payette—3tw-700-orp-mail-Lc-wire-tts-tape-tel-mim-ocr—Virginia Payette ..... UFS
Washington Feedback—occ-500-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Dorothy Marks ..... WNS
Washington Interviews—occ-600-mim-ocr-orp-Lc-wire-tt-mail-tape-tel—Malvina Stephenson ..... WNS
What Life Has Taught Me—w-500/1000-orp—Various Celebrities ..... SBP
What's Your Problem?—w-500-mim-xerox—Linda Lawrence ..... RFS
Why Be Bored!—w-500-mim—Lillian Taylor ..... TAY
Why Grow Old?—tw-500-igp-orp-ocr—Josephine Lowman ..... RTS
Wine Primer—w-600-orp—Mark Pugner ..... TAG
Winning The Age Game—ind-8,400-xerox—Gloria Heidi ..... DDS
With Tongue In Cheek—w-400-mail-orp—Sarah Adkins ..... TWN
Woman At Home—ind-8,400-xerox—Arlene Rossen Cardozo ..... DDS
Women Poll—w-600/700-xerox-mail—Staff ..... WMP
Woman's World—S-var-tt—Patricia McCormack ..... UPI
Women's News Service—d-var-mim-ocr-igp-orp-Lc-mail-wire-tts-tel-tape ..... WNS
W men's Pages—w-igp—Dina Dellale ..... EPS
Women's Wear Daily—5tw-orp-igp-mail ..... FA
Women's World—w-500-mail-orp—Princess Kay ..... TWN
Women's World—d-150-mim-ocr-orp-Lc-mail-wire-tts-tel-tape—Iris Hartman ..... WNS
Working Woman—sw-600-ocr—Niki Scott ..... UNP
You—w-700-mim-ocr—Ruth Winter ..... LAT
You Can Fix It—w-100-ill-orp-igp—Walt Trag ..... SBP
You Can Read Puzzles—w/S-ps-orp-ill—Walt Trag ..... SBP
You, Your Child, and Entertainment—w-500-mim—David Nydick ..... DAN
You, Your Child, and School—w/5tw-500-mim—David Nydick ..... DAN
You, Your Child, and Sports—w-500-mim—David Nydick ..... DAN
Your Family Decorator—tw-600-ocr-igp-wire—Carleton Varney ..... FNS
Your Family Physician—w-450-orp-mail—James G. Price, M.D. ..... SUB
Your Fashion Image—w-2c-var-xerox—Charlotte Wilkinson ..... YFI
Your Home—w-700-mim-ocr-ill—Carolyn S. Murray ..... LAT
Your Life and Mine—dexS/w/m-300-xerox—Phyllis Mitchell ..... MIT
Your New Way Of Life—w-600-mail-orp—Joan Walker ..... TWN

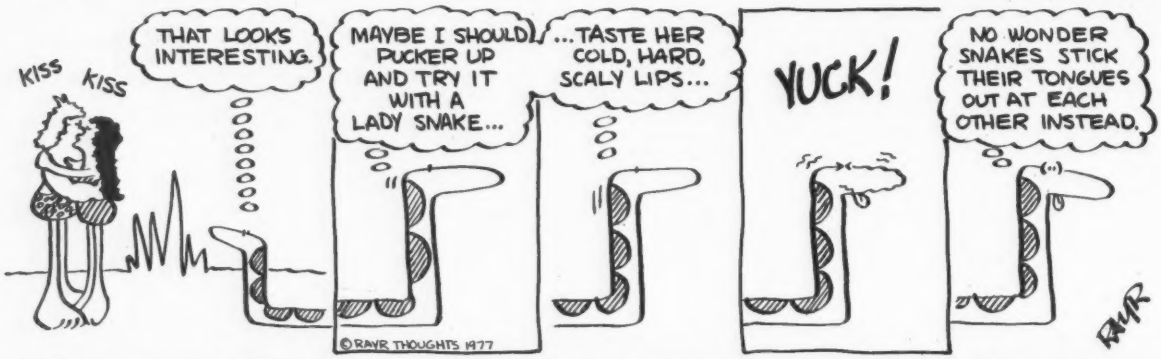
TV LISTINGS
CHANNEL LOGS FOR NY, NJ, PA.
JUST US
commercial typesetting
Specialists in Composition & Printing of TV Publications and Shoppers
Write: PO Box 595, Allentown, Pa. 18105.
Phone 215-264-7594

INDEX TO ADVERTISING BY SYNDICATE SERVICES

Accuracy in Media 76-S
Advertising Basics 58-S
Basic Chess Features 59-S
Chicago Tribune-New York News Syndicate 7-S, 8-S, 9-S, 10-S
Christian Science Monitor 37-S
Chronicle Features ..... Cover 3
Nonnee Coan 58-S
Common Cents 47-S
Community & Suburban Press Service 76-S
Copley News Service 13-S
Dickinson Newspaper Services, Inc. 79-S
Dispatch News Service 66-S
Editor's Copy 77-S
Fairchild Syndicate 15-S
Family Weekly 23-S
Field Newspaper Syndicate 24-S, 25-S
Garrett Enterprises 60-S
Hollywood Reporter Syndicate 79-S
Homing In 57-S
Indelible Inkworks 65-S
Inter-Continental Press Syndicate 77-S
International Features 63-S
Just Us 80-S
King Features Syndicate 1-S, 2-S, 3-S, 4-S
Le-Pac 76-S
Los Angeles Times Syndicate 44-S, 45-S
Los Angeles Times/Washington Post News Service 5-S
McNaught Syndicate 27-S
Miller Services Limited 67-S
Patsy Milligan Syndicate 56-S
Name Game 72-S
Newspaper Enterprise Association 6-S, 29-S, 35-S
New York Times Syndicate 17-S, 18-S, 19-S, 20-S
Pet Parade 78-S
Providence Journal 60-S
Pungent Prayer 75-S
Rayr Thoughts 64-S, 78-S, 80-S
Real Estate Research Institute 57-S
Register & Tribune Syndicate 30-S, 31-S
Specialty Features Syndicate 69-S
Suburban Features 63-S
Tel Star 71-S
Toronto Star Syndicate 55-S
TV Compulog 73-S
TV Data 70-S, 75-S
United Feature Syndicate ..... Cover 1, Cover 4
United Press International ..... Cover 2
Universal Press Syndicate 39-S, 40-S, 41-S, 42-S
VIP Medical Grapevine 68-S
Washington Post Writers Group 33-S
Ward & Sons, Inc. 74-S
Weiss Philatelic 74-S
Wilson's Western Humor 62-S
WomenPoll 79-S
Yoakum Features 61-S

Reader research says Bob the snake looks like the next Superstar.

LARS AND JUNE **by Ray Rhamey**



Write now for details & copious samples: **RAYR THOUGHTS, 38 S. Kerwood, Palatine IL 60067.**

Chronicle Features

870 Market Street, San Francisco, California 94102 (415) 777-1111

THE WONDERFUL WORLD OF ANIMALS

By Frank Miller, D.V.M.

People love pets more than people—and this is the best and warmest of pet columns. Daily or weekly.

THE INNOCENT BYSTANDER

By Art Hoppe

Our Jonathan Swift, Hoppe is a socio-political satirist without peer. 3 per week.

IT'S NEWS TO ME

By Herb Caen

America's funniest, sharpest item columnist, writes from America's favorite city. 3 per week.

GRAYSMITH

Our fine editorial cartoonist is conservatively inclined. 3 per week.

THE FEARLESS SPECTATOR

By Charles McCabe

Our outspoken curmudgeon writes of his world in this weekly literary gem. 1 per week.

TRAVELS WITH FARLEY

By Phil Frank

Through FARLEY's encounters on the road, Frank casts a friendly but satirical eye at our country. A strip. 6 per week.

STARCAST

By Minerva

Our astrologist makes a fine mix of love and laughter. 1 per week.

FENWICK

By Mal Hancock

Innocence walks wide-eyed into a world of odd strangers. A panel. 6 per week.

MEDICAL FRONTIERS

By Leonore Feinstein

Fascinating shorts are recast from a wide spectrum of medical journals. 1 per week.

THE BUTCHER

By Merle Ellis

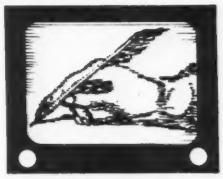
A real life butcher-turned-columnist helps your readers save millions at the meat counter. 1 per week.

AROUND THE WORLD

By Stanton Delaplane

Pulitzer-prize winner covers the travel world. He answers your readers' questions. They love him. 1 per week.

ASSIGNMENT: TELEVISION



By Terrence O'Flaherty

Tough, funny, knowledgeable and literate, Terry is a superlative TV critic. 1 per week.

SEW WITH FLAIR

By Sandra Betzina

Our expert makes your sewing easy. Illustrated. 1 per week.

OTHER HOLLYWOODS NOTES FROM A VAGABOND

By Ferris Hartman

Columns featuring jits from abroad are humorous and perceptive. 2 per week.

CARICATURE SERVICE

Kerry Waghorn

A top Canadian caricaturist provides a panoply of portraits of today's most famous people. 5 per week.

COMMON CENTS

By Kate MacQueen

A consumer who knows and cares passes along ways to shave costs, expenses. 1 per week.

BOOMER
by Brown & Casson (dS)

GUMDROP
by George Crenshaw (d)

THE DROPOUTS
by Howard Post (dS)

EB & FLO
by Paul Sellers (dS)

DOCTOR SMOCK
by George Lemont (dS)

FERD'NAND
by Dahl Mikkelsen (dS)

GORDO
by Gus Arriola (dS)

NANCY
by Ernie Bushmiller (dS)

NORBERT
by George Fett (d)

PEANUTS
by Charles M. Schulz (dS)

© 1977 United Feature Syndicate, Inc.

TARZAN
by Edgar Rice Burroughs (dS)

MARMADUKE
by Brad Anderson (dS)

EMMY LOU
by Marty Links (dS)

TUMBLEWEEDS
by T.K. Ryan (dS)

WEE PALS
by Morrie Turner (dS)

HEALTH CAPSULES
by M. Petti, M.D. & Jud Hurd (d)

JEFF HAWKE
by Sydney Jordan (d)

PIXIES
by Jack Wohl (d)

THERE OUGHTA BE A LAW
by Whipple & Borth (dS)

BOSLEYS
by John Stees (S)

FOR THE VERY BEST IN COMICS

CAPTAIN & THE KIDS
by John Dirks (S)

FUNLAND
by Art Nugent (S)

THE GOOD OLD DAYS-ANTIQUES FAIR
by Erwin L. Hess (S)

WOODY'S WORLD
by Bill Potter (d)

FOR THE VERY BEST IN EDITORIAL CARTOONS

GENE BASSET
(6tw)

DAVE SIMPSON
(4tw)

MIKE PETERS
(4tw)

ANOTHER VIEW
by Stees (6tw)

ART POINIER
(6tw)

UNITED FEATURE SYNDICATE
200 Park Avenue, New York, N.Y. 10017
(212) 557-2333

Couple scan papers in crackdown on ads

From United Press International

Dorothy Jones and Barry Meyers are paid by the taxpayers to read newspapers during most of their work day.

But the two employes of the Department of Consumer Affairs are only doing their thing to protect Californians from fraudulent or misleading advertising.

Jones and Meyers are the only fulltime employes of the Advertising Substantiation Unit, which has the task of uncovering untruthful advertising claims and initiating steps to remove such ads from newspapers, magazines, radio and television.

With the help of several volunteers, they peruse as many newspaper advertisements as possible and occasionally tune in radio or tv commercials.

"We spend most of our time checking newspaper ads," Meyers said. "We look into ads which make claims which generally look to be fishy."

Meyers said the unit does not have the equipment—such as a video recording device—to monitor continuously radio and television commercials but hopes to acquire it "soon."

"We only check a tv ad when someone makes a complaint about it," he said.

Tom Platt, information officer for the department, said the unit plays an important role in consumer protection because many times "the first contact a consumer has in buying something is through advertising."

"If it's misleading, we want to do something about it," Platt said.

The unit generally takes two approaches to substantiate advertised claims.

On some sales ads, unit members "go into stores and shop the ads" to determine if the price and the availability of the product matches the claims, Meyers said.

If discrepancies are found, he said, the unit asks the attorney general's office or district attorneys to seek an injunction halting the ads. Sometimes civil damages are sought.

In other ads found to contain questionable statements, the unit asks the advertiser to prove claims or withdraw or modify the ad.

One such case involved the Schick Center for The Control of Smoking and Weight whose tv advertisement claimed that "Schick Center really works."

But when the firm could not provide adequate proof, it agreed to the unit's request to withdraw the ad.

In another case, Thomas J. Lipton, Inc., agreed to discontinue its newspaper advertisement which stated: "Wishbone Italian Salad Dressing is America's first bottled Italian salad dressing" and "Wishbone has been America's best selling Italian salad dressing for 27 years."

The action was taken when the company could not substantiate either claim.

A Covina automotive company agreed to pay $20,000 in civil penalties and make refunds to certain customers after it could offer no proof that its electric ignition system could do what was claimed in advertisements.

The unit initiated the action against the firm after receiving citizen complaints.

Meyers said the unit, which utilizes the services of several college student volunteers, checks daily editions of newspapers of California's major cities. On a random basis, it examines ads in smaller newspapers throughout the state and magazines.

The 3-year-old unit also responds to the five to 10 public complaints about ads which are received each week, he said.

FTC attacks food ads by Kroger

The Federal Trade Commission has accused Kroger Co. of publishing deceptive advertising in its "Price Patrol" ad campaign.

Kroger, operator of 1,170 retail food stores in 20 states, each week conducts a survey of 150 items which compares its prices with those of its competitors. The survey is used as the basis for ads, claiming, for example, "Documented proof: Kroger leads in lower prices."

The FTC's formal complaint contends that Kroger doesn't tell consumers its survey does not cover meat, produce and house brands; that the survey is not "methodologically sound" and that it doesn't prove most Kroger food items are cheaper than its competitors'; and that Kroger does not have a "reasonable basis" for claiming that shopping at its stores will reduce overall food expenditures.

Kroger has disputed the complaint and plans to fight it "vigorously." It claims its ads "have been run in an accurate and conscientious manner."

New ad manager

Michael R. Severide has been named retail advertising manager of Uniroyal Tire Company.

Severide will be headquartered in New York and work closely with Uniroyal's nationwide network of retail stores and independent dealers in coordinating and implementing their sales promotion activities.

In your business, it doesn't always pay to collect the bill if you lose the account

Broadcast and print media have a unique relationship with their advertisers.
We understand that.
Because we're media collection specialists. That's why we're so successful at collecting slow-pay and no-pay bills that you or another agency can't.
And we do it with diplomacy and goodwill, so that your relationship with your accounts is never jeopardized.
Call us collect.
As the nation's largest media collection specialist, we can start getting results for you right away.

szabo

Media collection specialists.

SZABO ASSOCIATES, INC.
3355 Lenox Road, Suite 945
Atlanta, Georgia 30326
404/266-2464

New operating groups formed by Harte-Hanks

Robert G. Marbut, president and chief executive officer of Harte-Hanks Newspapers, Inc., has announced two new operating groups.

The Pennysaver Group has been created to recognize recent expansion of the direct mail shopper publications owned by Harte-Hanks in Southern California with Cal Tremblay as chairman and chief executive officer and C. Ben Rodgers, president and chief operating officer. There will be three divisions in the group which operates in Los Angeles, Riverside, Orange, Ventura and San Bernardino counties.

The existing Harte-Hanks Northeast Group, which currently operates in northeastern United States, will be expanded to include all Harte-Hanks operations in San Diego, California. Charles H. Everill, president of the Northeast Group, will become president of the newly formed National Group, which will include seven operating divisions in the Northeast and six operating divisions in San Diego. Collectively, the new group includes four daily newspapers, and 24 weekly publications.

Prior to formation of Pennysaver Group, Tremblay was president of Van/De Publishing Company, publisher of direct mail shopper products and continues in that post. Her career with Harte-Hanks has also included assignment as corporate director of classified advertising sales. She was the first woman president of ANCAM, the national association of classified managers.

Rodgers comes to his new role from Van/De Publishing Company, where he was general manager—responsibilities he will retain. He has directed Harte-Hanks' corporate audit department.

Everill has been publisher of the *Hamilton* (Ohio) *Journal News* and continues in that post. He assumed the responsibility of Northeast Group president in 1976 and has been corporate director of marketing for Harte-Hanks.

Indian newspaper

Steven Cartwright has been named to run the *Wabanaki* (Me.) *Alliance*, a statewide monthly newspaper for Indians. The paper is being started in Orono by the Indian Resources Center, a part of the Catholic Church in Maine. Cartwright, 25, a native of New York City, was a reporter for the *Portland* (Me.) *Press-Herald, Lewiston* (Me.) *Journal* and *Bath-Brunswick* (Me.) *Times-Record*. He also has served as editor of the *Lincoln County* (Me.) *News*. A board of directors representing various Indian interests will serve as the publisher of the paper.

Travel ad spending sets record in 1976

Travel advertising expenditures in the United States measured media totaled a record $532,773,000 in 1976, an increase of 17% over 1975, according to Harris, Kerr, Forster & Co., a public accounting firm.

Airlines spent $101,141,000 in newspaper advertising in 1976, a 14% increase over 1975. Television received $52,196,000 in airlines advertising, a 37% increase over 1975. Airlines companies spent $32,081,000 on radio in 1976, a 2% increase over the previous year.

TWA was the top domestic airline ad spender ($27.9 million) followed by United ($23 million), American ($21.7), Eastern ($21 million) and Delta ($20.8 million.)

Catholic reporters presented awards

A story of a man whose life touched all types of people in Berkeley, and his family's dedication to brotherhood and all humanity—after the husband was murdered—is the 1976 winner of the $700 Edward V. McQuade Award by the Association of Catholic Journalists.

The award was made to Ralph Craib, *San Francisco Chronicle* reporter. The runner-up $300 Walter Tappe Award went to Larry Hatfield, *San Francisco Examiner* reporter, for his series of stories—"After Wounded Knee," detailing, months after the original conflicts, the situation at Wounded Knee.

Third place—the $200 Francis Quinn Award—went to Cathy Castillo, *San Jose Mercury-News* reporter, for her moving story of a young married couple with the knowledge the husband would soon die, and recounting the widow's belief that other human beings, facing the same situation, can learn something from the experience of she and her late husband.

The awards, the 27th annual, are named for the late Edward V. McQuade, a former city editor of the Examiner and Chronicle and the first president of the Association of Catholic Newsmen.

Sole owner

James G. Kegley, vicepresident of Voice Newspapers, Inc. has announced as of June 24, 1977, the corporation has purchased the outstanding shares of stock held by Douglas E. Everman, former president of Voice Newspapers, Inc. and publisher of the *Scioto Voice* in Wheelersburg, Ohio.

Kegley is now sole owner of Voice Newspapers, Inc. and is the publisher of the 6,000 circulation weekly newspaper.

Everman is publisher of the *Greenup* (Ky.) *News*.

Entries in Bruner Fellowship sought

The American Public Health Association is inviting entries for the seventh annual Ray Bruner Science Writing Fellowship. This award is made each year to an outstanding young journalist who has made a significant contribution to health/medical reporting in the United States.

Any journalist who has been on the science/health/medical beat at least half time for two years or less, and has no more than five years of full-time reporting experience, is eligible to enter. Each year's winner is invited to cover the APHA Annual Meeting at the expense of the Fellowship's sponsor, and is honored at a press reception during the meeting. In addition to travel and living expenses during the APHA meeting, the winner also receives an engraved plaque and a portable typewriter.

The Bruner Fellow is chosen by a panel of selected science and medical reporters and a member of APHA. Entries are judged on the basis of journalistic style, timeliness, relevance, and the contribution or potential impact of the entry on the health of the people.

Candidates for this year's award must submit five copies of newsclips representing published or broadcast health-related stories or series. Authorship of entries must be clearly identified on each page. Only single-author entries will be considered. The deadline for nominations is Sept. 1, 1977. The winner will be notified by Oct. 1, 1977. Entries should be sent to:

Ray Bruner Fellowship
American Public Health Association
1015 18th Street, NW
Washington, DC 20036

Reynolds transfers stock to Foundation

Donald W. Reynolds, chief executive officer, Donrey Media Group, has assigned all of his stock and assets in the group to the newly established Donald W. Reynolds Foundation Inc.

Reynolds said the plan was devised to "provide for the continuity of the Donrey Media Group."

"While charities and charitable activities will be the ultimate recipients of the company's profits, I believe that by assuring continuity, both you and charities will be winners," Reynolds informed employes.

This is the second non-profit foundation to be created by Donrey Media Group. The company also has the Donrey Public Foundation Inc. which engages in public fund raising drives in communities served by Donrey Media Group companies.

Carla's clips

By Carla Rupp

We're waiting to see what **President Carter** is going to do with the terrific suggestion by **Robert M. White II,** editor of the *Mexico* (Mo.) *Ledger,* that the world needs a new hand sign, one he said in a telegram should be born of this nation's independence and symbolizing support for human rights. White's beautiful prose in his telegram is worth spelling out:

"The world needs a new hand sign. Winston Churchill, the British prime minister in World War II, made the 'v' sign the symbol of victory in the war. Later, 'V' became the symbol for victory everywhere. Meanwhile, Communists across the world use their sign—the clinched fist held high; the same sign is also used by some revolutionaries simply to mean revolution.

"What the world needs now is a new sign. One that stands for human rights. We respectfully recommend four fingers, extended, held high. The origin of the sign comes from July 4, 1976. It is a symbol of the Four Freedoms President Roosevelt made famous: Freedom of speech and expression, freedom of worship, freedom from want and freedom from fear.

"It is a symbol of man believing in the dignity of man; it is a symbol standing for equal justice for all; it is a symbol of the dreams and goals of every man, and by all means this wonderful country of ours.

"Four fingers, extended, held high. Human rights. Mr. President, take this new sign and help lead man from the eerie darkness of godless tyranny anywhere in the world to the warm sunlight of an open society—open in heart and hand."

* * *

WE'RE HYPOCRITES, HE SAYS—In an effort to get something off his chest, **John S. Day,** the Maine State House bureau chief for the *Bangor Daily News,* talked about the "pampered press" in a column. He noticed an abundance of "freebies" to compensate nearly 50 press personnel for the lack of real hard news at the picturesque Digby Pines resort in Nova Scotia, where the New England governors and Eastern Canadian premiers were meeting for their fifth conference. Each reporter was given a free attache pouch and clip board full of suggested story ideas about what a great place Nova Scotia is to visit, and a "news briefing" has no news except a long series of announcements detailing the free services, parties and free cookouts. "There was a free deep sea fishing trip; free use of the golf course; free helicopter service; free copy transmission, and free secretarial service. **Eric Dennis,** the Nova Scotia press coordinator, even volunteered to help the boy reporters find girl friends. . . . and the girl reporters. . . . vice versa." Day said "you bump into Connecticut **Gov. Ella Grass** leading a group song session and **Gov. James B. Longley** of Maine smoking his pipe." All sound fun reporting?

* * *

JAY GOURLEY, part time Washington correspondent for his father's suburban weekly, Oklahoma City *FRIDAY,* is touring the country promoting his new book, "The Great Lakes Triangle." He recently appeared on the Tom Snyder "Tomorrow" show on NBC. His book is a Fawcett Gold Medal Originan and Gourley is currently appearing on TV and radio talk shows and newspaper interviews in Chicago, Detroit, Cleveland, Milwaukee, Minneapolis, Buffalo, Dayton and Toledo. His book is about the mysterious disappearances of planes and ships in the Great Lakes area—more than the Bermuda Triangle. He is flying his own plane to Great Lakes cities and offering to fly reporters over precise spots where a major disappearance occurred. First, the reporters and their media bosses, are required to sign a release not holding Gourley or Fawcett responsible if the same fate befalls them.

***FIRST PRIZE**–The joy and excitement of youth bowling as captured here by Jack Bowman of the Brantford (Ont.) Expositor.* **His picture captured first prize in the National Bowling Council's second annual Bowling Photo Contest.**

Mobil Oil drops Bagehot support

Mobil Oil has withdrawn its financial support of the Walter Bagehot Fellowship Program at the Columbia University Graduate School of Journalism because it disapproves of the newly-appointed director, financial writer Chris Welles.

Welles, a former business editor of *Life,* is the author of *The Elusive Bonanza,* a book on America's shale oil reserves and why they have not been developed.

In June, shortly after Welles was named director of the program, started two years ago to train business journalists, Mobil informed Columbia it would not continue its $50,000 annual support, stating it had made the decision with "a change in the director."

Elie Abel, dean of the Columbia Journalism School, commented, "All the donors have understood from the very beginning that the project was an academic program and was under the direction of the faculty (of the school). That remains the situation. In our judgment, Chris Welles was the best-qualified person for the job."

Abel said he was in the process of obtaining other corporate or foundation support for the program, which is also funded by General Electric, Exxon, American Telephone and Telegraph, Citibank, International Business Machines, Alcoa and Prudential Life Insurance. None of these other corporations objected to Welles' appointment, according to Abel.

Special edition published by N.J. daily on blackout

In the wake of news about New York City's blackout late Wednesday evening (July 13), the *Bridgewater* (N.J.) *Courier-News*, a 60,000 afternoon newspaper, published its first morning edition to update residents on the crisis.

Since many residents commute to New York City for work, the Gannett newspaper decided around 12:30 a.m. Thursday to begin calling in employes to prepare for a morning newsstand edition. A nightside crew of editorial and composing room personnel were already on hand.

Editor Dave Mazzarella had received a call at home that the newspaper's wire machines were not transmitting because of the 9:34 p.m. Wednesday New York City blackout.

News about the crisis had filtered through the Courier-News main office (even though the AP wire went dead from New York) when a caller complained about three television stations going off the air. After checking with AP's Newark bureau and learning about a possible brownout in New York, the complete story was confirmed. Mazzarella called publisher Paul T. Miller II at home to discuss the feasibility of a special early morning edition.

Miller made the decision to print the morning edition after conferring with department heads by phone. Later he joined key personnel in the office to coordinate the paper's early morning publication.

A quick telephone call from night editor Mark Matthews to reporter Michael Shapiro, who lives in Brooklyn, started the paper's news coverage rolling . Shapiro left his house and began roaming the streets in search of a sidebar story which he later filed by phone. His brother Jim held a flashlight as Mike took notes.

About fifteen minutes after New York City lights went out, another Courier-News employe, David Lutman, who was working as a summer photo intern, called in for instructions. He lives 15 minutes from New York City.

Mazzarella, together with Matthews and assistant night editor Mike Sweeney, began coordinating local coverage of the story. Dayside editors, many of whom went to bed before the 9:34 p.m. blackout occurred, were phoned and asked to report to work as soon as possible.

With a staff assembled by 2 a.m. Thursday, work began on preparing the next day's 44-page edition for early publication. The editorial department had gone live on a VDT copy processing system (Dymo) only two weeks prior, which

The Courier-News

Blackout brings state of emergency

N.Y. PARALYZED

N. Koreans kill three U.S. airmen

Mayor Beame: Stay home

The Russians? No, just ConEd!

Commuters face daylight puzzle

helped meet a 5 a.m. deadline, 3½ hours ahead of the paper's regular close.

Without sacrificing ad space or local news coverage, the paper was able to provide local feature stories to supplement wire copy.

With news coverage well underway, plans to print and distribute the morning edition became a focal point. Nine printers who normally start work at 7 a.m. were telephoned shortly after midnight Wednesday and asked to report 4½ hours earlier, joining a nightside crew which stayed on until the paper went to bed. Pressmen who begin work at 7:30 a.m. were on the job at 4:30 a.m.

In circulation, a massive effort to plan distribution of the newspaper began as truck drivers and district sales managers were called during the early morning to report to work. Single copy sales from vending machines and dealers usually total approximately 12,000 copies, but the early morning edition prompted circulation management to plan distribution of an extra single-copy editions.

In addition to the regular vending machine and dealer outlets, other points-of-purchase were being planned to help expand distribution of the paper. Besides doubling normal single copy orders, towns with other major daily newspapers located on the fringe circulation area of the Courier-News were selected as sites of distribution.

Five district managers took bundles totaling 4,500 papers and headed for Woodbridge, Morristown, New Brunswick, Elizabeth and Rahway to provide diners and local dealers with complete coverage of the blackout.

New York City newspapers were prevented from publishing their usual editions and most other New Jersey newspapers weren't able to provide complete details of the crisis. Publisher Miller explained: "Since New York papers weren't being distributed in our market and complete update information about the blackout wouldn't be available to newspapers readers until late afternoon, we decided to take the initiative and capitalize on the talent of our local staff."

Presses began rolling around 5:45 a.m. and papers began leaving the building shortly after 6 a.m. To make Central New Jersey residents aware of the special edition, six 30-second radio spots per hour were scheduled on four local stations. An announcement of the comprehensive coverage in Courier-News was also included on the station's newscasts.

By the time Courier-News employes not involved in producing the paper's first morning edition arrived at work, a copy of the paper was waiting at their desks. Not only were they able to read complete details about the blackout, but an AP wire story on three airmen killed in a helicopter shot down over North Korean territory also appeared on the front page above the fold. Since the AP story ran after 2 a.m., the Courier-News was the only state morning paper with the story.

To make Wednesday Courier-News advertisers aware of the special morning edition, Miller sent mail-a-grams telling about the comprehensive news coverage and indicating the 16,000 extra circulation made possible by the early press run.

Penna.-N.Y. daily sold to Ind. firm

Sale of the Sayre (Pa.) Printing Co. to Hartford City (Ind.) News-Times Inc. was announced July 16 by Sana S. Johnston, publisher of the *Sayre & Athens* (Pa.), *Waverly* (N.Y.) *Evening Times*.

The Hartford City firm publishes the *Hartford* (Ind.) *News-Times*, and is operated by George Sample, manager of the *Corry* (Pa.) *Daily Journal*, L. J Perrotto, manager of the *West Frankfort* (Ill.) *Daily American*, and John H. Satterwhite, and Thomas R. Bromley, who publish several dailies in Pennsylvania.

George Sample III, general manager, *Punxsutawney* (Pa.) *Spirit*, has been named manager of the Sayre Evening Times.

The Times has been the Stephens-Johnston family for 60 years. Dana Johnston has served as publisher since 1950.

Cincinnati Post copes with New York blackout

By Richard L. Gordon

Copy editor Bob Kraft sat down at the video display terminal (VDT) in the *Cincinnati Post* news room and requested transmission of a United Press International (UPI) story stored in UPI's New York computer.

What he received on the VDT screen was a series of flickering green checks, dots and other symbols.

It was 9:34 p.m. Wednesday, July 13.

He lifted the emergency phone and called UPI in New York. He listened briefly to a distraught voice and, turning to Assistant Managing Editor Laura Pulfer, he said:

"Jesus Christ—there's a blackout in New York!"

So the staff faced the problem of filling a 50-page first edition without the benefit of a wire service. And the edition had to be basically completed by 3:30 a.m.

While newspapers across the country were hit by the New York blackout, The Post was hit harder than most because of its direct "demand news service" link with the New York computer.

This means that, regardless of its point of origin—Moscow, San Francisco, Atlanta, or wherever—the news comes out of New York to reach Cincinnati.

"When New York went down, we went down," said William Burleigh, who had been on the job as Post editor just two weeks.

So, with computers and video display terminals literally out of the picture, human resourcefulness and determination took over.

Assistant city editor Mike Phillips called city editor Bill Furlow at home, and Furlow suggested getting staffers with New York connections to call people they knew. This resulted in a collection of colorful vignettes.

Dale Stevens, entertainment editor, called Clay Mundey, a television producer, who reported: "My friend's wife was blow drying her hair when it happened, and she thought she caused it."

There was no wire news about sports—an unthinkable situation in this home of the Cincinnati Reds. So Tom Tuley, Pat Harmon, Barry Cobb and Greg Noble of the sports staff got on the phone.

It fell to Tuley to call Montreal to get the results of the game between the Expos and Pittsburgh. He tried two newspapers and the Expos publicity office. All polite, but speaking French, or at least something Tuley couldn't understand.

(Richard L. Gordon is a reporter for the *Cincinnati Post*, a Scripps-Howard Newspaper. This is a reprint of his report in the Post.)

"Merci," said Tuley, recalling that English is spoken in Pittsburgh. That's where he got the information.

The Post had Reuter service by teletype, but that too had stopped with the blackout. Nevertheless, there was some Reuter copy on hand, plus feature material.

But how about the Big Story—the blackout? There was nothing. So a portable TV set and a radio were pressed into service. Copy deskers Tom Futhey and Dorothy Uhl put together a lead story.

Meanwhile city and metro staffers were getting stories by phone from other cities.

"The worst thing was that we thought the power would come back on and we would have to start all over with fresh news," Pulfer recalled.

But it didn't happen that way.

Burleigh and managing editor Leo Hirtl were in at 6 a.m., and as the day staff came on, members were deployed into the telephone news-gathering effort.

"Everybody helped," Burleigh said, "and the printers were great."

The home edition deadline neared, and UPI started sending pictures of teletype news stories over the telephoto circuit. Then printers "punched" it to get it into type.

The home and final editions came and went—and still no wire service. David Bowes, in charge of the editorial and "op-ed" pages, looked at blank spaces on the next day's page dummies. Normally they would be filled with editorials, columns, stored features. I called the Columbus bureau of Ohio Press Service and took dictation on an op-ed page feature about a piece of Ohio legislation which had been scheduled before the wire went down.

Late Thursday, June 14, with the VDTs still inoperative, Burleigh posted this on the newsroom bulletin board.

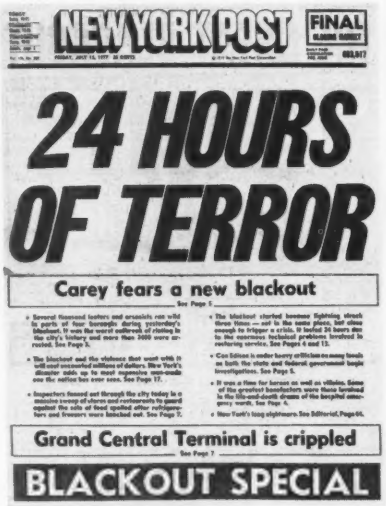
"I've always thought the mark of real professional journalists is how well they respond to adversity. Well, we were up to our armpits in adversity around here Thursday morning when the New York blackout left us reeling—and all of you responded magnificently.

"The news desk, the city side, the sports crew, our friends in the entertainment section—they all proved they were real pros by their cool, sparkling performance under fire. My compliments for a tough job made to look easy. Huzzahs all around."

The wire service went back into action at 6:25 p.m. Thursday, July 14—20 hours and nine minutes after Bob Kraft heard a voice from New York saying: "I don't know what's wrong! All the lights are off!"

Deputy Mayor of NYC raps New York Post's blackout coverage

New York Post was blasted in a letter from the former editor of *Newsweek*, Osborne Elliott, who is the Deputy Mayor of Economic Development, for its Friday, July 15, coverage of the blackout. But the Post, in an editorial Monday, July 18, said Elliott's criticism was "ill-considered and ill-tempered."


NEW YORK POST

FINAL

24 HOURS OF TERROR

Carey fears a new blackout

Grand Central Terminal is crippled

BLACKOUT SPECIAL

The Elliott letter addressed to Rupert Murdoch, publisher of the Post, and dated July 16, said: "So your New York Post has now covered New York City's first big crisis since you took over. Are you proud of what your headlines produced?

"After reading your Friday editions, my conclusion—as a lifelong journalist—is that the disaster may turn out to be yours, not the city's. The front page headlines, in bigger type than I can long remember, was '24 Hours of Terror.' Your special pull-out section was captioned 'A City Ravaged.' New York has suffered enough without its only evening paper pouring fuel on the flames.

"Perhaps you wouldn't have got so many people to buy your papers—for that one Friday—if you had been more responsible. But in the long run, you might better have helped the Post's economic recovery—the kind of goal to which I am pledged for all New York businesses—if you had given a more balanced view of things," wrote Elliott. He said the looting was "limited in scope," that "the vast majority of New Yorkers responded to the blackout with their customary good humor. . . ." and that homicides during the blackout period were far fewer than usual.

The Post's editorial, "Ostrich Os Fools Nobody" took a crack at the last

(Continued on page 33)

How the New York Times overcame the blackout

By Carla Marie Rupp

The first thing Arthur Gelb and A. M. Rosenthal instinctively did at their respective homes after each noticed power was off at 9:34 p.m., Thursday, July 13, 1977, was grab copies of "The Night The Lights Went Out," a Signet paperback by the staff of the *New York Times* they edited in 1965 describing the big blackout affecting 30 million people and nine states.

Gelb, Times deputy managing editor, and Abe Rosenthal, executive editor, had been in charge of Times coverage after the electric clocks stopped at 5:27 p.m., Wednesday, November 10, 1965. In those days Gelb was deputy metropolitan editor, and Rosenthal was metro editor. This time, Rosenthal called Gelb and told him to get a cab and pick him up.

When they arrived at the Times it was almost as sinister a scene as it was when the newsroom personnel found themselves in the dark in 1965. With an exception: this time the Times was ready with candles and lanterns. The last time a photographer had to dash over to Woolworth's, show a police card and pant back to the Times with $10 worth of candles, and other Times people had to run here and there for more candles. One got an I.O.U. from the then managing editor Clifton Daniel for 50 flashlights. Because of that experience, the Times has kept an emergency locker full of candles, flashlights and camping lanterns.

On the night of July 13, every three desks in the newsroom had light from a gas lantern, and the copy editors were given additional candles. Sam Solovitz, supervisor of office personnel at night, had to send several copy people to drugstores, hardwares and a Roman Catholic Church at 42nd Street and Eighth Avenue for more candles.

In 1965, Gelb, as he was groping his way through the Times, called out, "Peter, Peter," and he found Peter Kihss and assigned him to write the over-all lead, as Rosenthal was making his way back down to the third floor newsroom from the darkened 11th floor. This time, the greatest array of candles surrounded reporter Robert D. McFadden, assigned to do the lead, and McFadden occupied the same first row Kihss had.

With a flourish, Rosenthal presented Syd Schanberg, metro news editor, a copy of "The Night The Lights Went Out" and Schanberg, of course, winced at what has been referred to as "The Rule Book." Gelb had given a copy of the 1965 book to Dena Kleiman, who was doing a history of the big black-out of 1965. Gelb also suggested to Schanberg that John Noble Wilford, science news director, be called in to do a similar story that he did in 1965 about what went wrong. When the blackout occurred in 1965, Wilford, a science reporter, had only been on the Times for a few weeks.

Within several hours, Wilford had managed to put together what the Times executives felt was "a very intelligent explanation of what happened." Wilford, on the first of Thursday's two front pages, had determined that lightning struck in the vicinity of Con Ed's Indian Point Nuclear Power Plant 3, and major lines were short-circuited.

Rosenthal and Gelb say the two blackout nights were "two of the most exciting nights" of their careers. "It's a fascinating challenge to get a paper out." There was a lot of yelling in the newsroom, only because the microphones connecting the editors with about 50 reporters, coming in and out of the darkness as they were covering various aspects of the story, weren't working.

When the last stories had been sent to the *Record* in Hackensack, N.J., at about 4 a.m., Rosenthal, who wasn't looking forward to walking up 16 flights of stairs to his apartment after a hard night's work, decided to sleep at the Times as did managing editor Seymour Topping. Gelb, reporter Deirdre Carmody and her husband, assistant managing editor, Peter Millones, walked out into the threatening night of Times Square and shared a cab uptown. In 1965 Gelb had found 8th Avenue relatively serene.

Some reporters roamed the city well into the morning, facing a problem of logistics. The subways didn't work; buses were slow; you couldn't rent a car. Most walked. Reporter Nathaniel Sheppard, Jr. went out with reporter Jerry Flint and surveyed much of the damage. They like many others had already been home, but returned in blue jeans to cover what they could. Some reporters went to hospitals, others to jails. Selwyn Raab went to police headquarters. After Sheppard left his car at 94th Street and Riverside Drive and it had run out of gas, he found it later vandalized. Some reporters bicycled through the looted areas. Flint and Sheppard zig-zagged from the Village as they walked back to the Times in the morning. They called their legwork "eerie" because of the "uncertainty about what was going to happen." Sometimes it was difficult for the leg reporters to get through the jammed lines by pay phone to call in information. The massive reporting job was aided by dozens of "memos" from Times reporters.

Publisher Arthur Ochs Sulzberger memoed the staff that getting out the July 14 New York Times—with its two front pages—would not have been possible if it had not been for the "extraordinary dedication and inventiveness of the men and women who are The New York Times."

Rosenthal said in a July 15 memorandum that the previous two days had been "two of the best days in years and years." He said the papers were "marvelous" and that the "Times will always be proud of them. The spirit of professionalism, cooperation and creativity that made them possible was even more enriching."

"Moved," by the performance of his clerks, reporters and copy editors because of their performance during the blackout, Schanberg told them the individual effort and teamwork "showed how professional, strong and magnificent this paper can be." He was especially touched by the volunteers who came in and those persons who stayed "far and beyond their hours of duty."

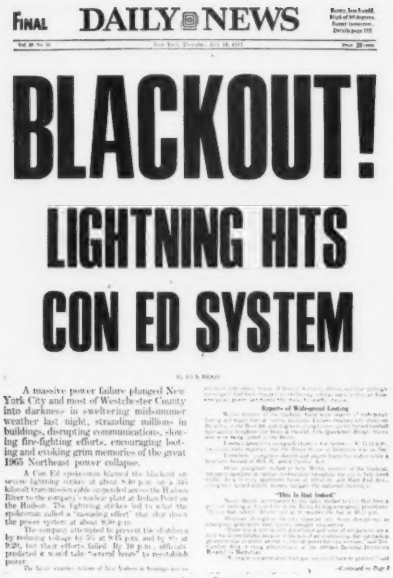
The Times lost $275,000 in advertising revenue from the July 14 newspaper because Rosenthal said the tradition should be followed that the news comes first. Before the blackout the Times was to have been 80 pages, but the paper had to be cut 40 pages, and it resulted in two front pages.

The Home section was dropped, as well as classified and many display ads.

John R. Werner, director of research, development and technical support, and Allan Siegal, assistant to the executive editor, handled the production end of the editorial effort at the Record, where Walter Mattson, executive vicepresident, had arranged for the Record to photograph the pages, set type for new pages and loan some of the staff to take dictation from Times people. About 10 Record staffers going off-duty worked over-time for the Times. The Record also agreed to process Times pictures in its photo lab.

While the presses were running after 4:19 a.m. at the Times offset satellite plant in Carlstad, N.J., about five minutes from the Record, Don Nizen was deciding to eliminate the national market and concentrate on serving home delivery to suburban and city areas. The suburbs were served as far north as Bridgeport, Conn., and as far south as Trenton, N.J. All of the Fairfield (Conn.) County subscribers received their copies, as did those in Westchester County, most of New Jersey and all of Long Island. About 325,000 copies rolled off the presses by 9 a.m., when the fatigued workers had to stop, because work needed to start on the advance sections of the Sunday Times. It was a "dress rehearsal by accident" for the Carlstadt plant, because Nizen said 10 new Goss offset presses have been ordered so that in 1978 a third of the daily distribution of the Times could be printed there as a matter of routine.

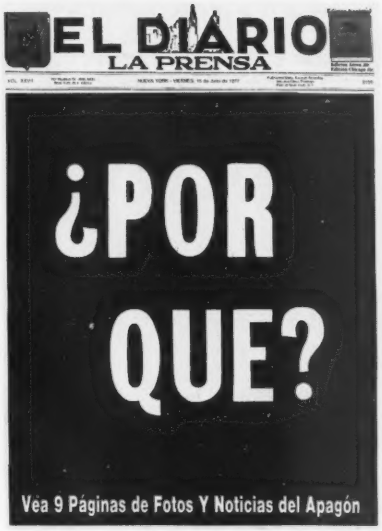
READER SERVICE CARD PAGES
31 AND 32 MISSING


FINAL DAILY NEWS

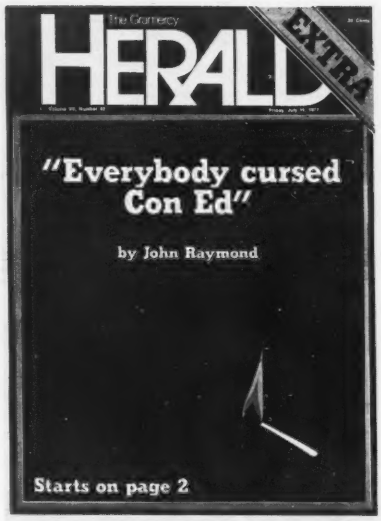
BLACKOUT!

LIGHTNING HITS CON ED SYSTEM

Limited edition



Most talked about headline



'Extra' published by NYC weekly

Blackout coverage

(Continued from page 29)

line in Elliott's letter, which said: "The ostrich—not common in Australia—is usually accused of hiding its head to avoid bad news. There also seems to be an ostrich (genus Australis) that refused to poke its head up to recognize the good."

The Post has reiterated that the phrase "24 Hours of Terror" was taken from Mayor Beame. The Post did not publish on Thursday, July 14, the full day of the blackout. On July 15, the Post had published at least a dozen full pages on the blackout on many different aspects.

The Post was purchased by 75,000 additional persons on July 15 who don't normally buy the Post on an average Friday, said Byron S. Greenberg, general manager of the Post. Greenberg said the Post executives "were very pleased with that paper." He said the normal sale of the Post on Fridays is 650,000 copies.

N.Y. News sold in 773 stores

New York News reports that the paper is now sold in 773 chain stores with sales upwards of 53,000 Sunday and an average of 20,000 daily in the country market.

The News' circulation department sold its first three stores of a chain two years ago. The papers are sold at the check-out counters in supermarkets. Stainless-steel newspaper racks hold up to 75 copies.

The sought after chains are primarily fast food, supermarket, discount and health and beauty aid stores.

Clip and Save Schedule

API Calendar 1977-1978

Twenty-two seminars will be conducted by the American Press Institute, Reston, Virginia during its upcoming 32nd year of operation.

The schedule includes three new seminars set for 1978: Effective Writing and Editing, May 7-11; Advertising Executives of Weekly Newspapers, June 4-9; and National Advertising Managers, June 25-30.

The schedule follows:

1977

Advertising Executives (for newsapers under 75,000 circulation)—September 11-23.

Management and Costs (for newspapers under 75,000 circulation)—September 25-October 7.

City Editors (for newspapers under 75,000 circulation)—October 9-21.

Circulation Managers—October 23, November 4.

Living and Leisure Section Editors— November 6-18.

Publishers (for newspapers under 50,000 circulation)—November 27-December 2.

Classified Advertising Managers—December 4-16.

1978

New Systems of Newspaper Production—January 2-13.

Management of the Weekly Newspaper—January 15-20.

Executive Editors and Managing Editors (for newspapers under 50,000 circulation)—January 22-February 3.

Circulation Managers—February 5-17.

Retail Advertising Managers (for newspapers over 75,000 circulation)—February 19-March 3.

Newspaper Personnel Management—March 5-10.

Managing Editors and News Editors (for newspapers over 50,000 circulation)—March 12-24.

Newspaper Promotion and Market Research—April 2-7.

Copy Desk Chiefs and Wire Editors—April 9-21.

City Editors (for newspapers over 75,000 circulation)—April 23-May 5.

Effective Writing and Editing—May 7-11.

Sports Editors—May 14-26.

Advertising Executives of Weekly Newspapers—June 4-9.

Management and Costs (for newspapers under 75,000 circulation)—June 11-23.

National Advertising Managers—June 25-30.

The tuition for a two-week seminar is $450 and $310 for a one-week seminar.

2 reporters sue newspaper for libel

Two reporters for the daily newspaper in Wilkes-Barre, Pa., have filed libel suits seeking $220,000 from the *Sunday Independent* of that city.

Carl Pesavento and Jack Wallace, veteran newsmen, are asking a jury hear their contention that their professional reputations have been damaged because of an article in the April 3 issue of the Sunday paper.

The story on which their suit is based brought the names of Wallace and Pesavento into an alleged assault case involving a high school teacher-coach and a high school student. The student is Pesavento's grandson.

The Independent was reporting on an investigation into conduct of the teacher, Michael Gorham. Gorham had been accused of striking the student during a school assembly.

Pesavento for years has worked the schools beat for his paper, the *Times-Leader, Evening News, Record*. Wallace has been that paper's courthouse reporter many years.

The court transcript says the Independent article received prominent display and carried a headline " 'Personal Vendetta' Hinted in Charges Against Teacher" with a sub-head reading, "Reporter on City School Board Beat Is Grandfather to Student Involved."

The transcript also describes the lead paragraphs of the article, which stated:

"Investigation into charges that a Wilkes-Barre Area school teacher allegedly struck a. . . . student is centering on reports the charges were developed by a 'personal vendetta' against the teacher.

"Sources close to the probe. . . . told the Sunday Independent preliminary testimony revealed that two reporters for the Wilkes-Barre daily paper may have played a key role in trying to 'embarrass' the teacher involved.

The article referred to daily newspaper coverage of the charges against Gorham, and observed that Pesavento had covered the school board meeting at which the charges were raised. Pesavento's kinship with the student also was brought out.

Wallace came into the picture when the article mentioned a courthouse story which involved Gorham in another aspect. The Independent said:

"Gorham supporters contend that another recent story in the daily paper, again prominently displayed and involving a divorce action between Gorham and his wife, was intended to further embarrass the teacher-coach.

"Courthouse sources say the story was the work of Jack Wallace, reporter for the daily paper. An employe of the prothonotary's office has confirmed that Wallace repeatedly asked for the official record of the divorce charges before it was finally made available to him."

The article also stated "Wallace seldom zeroes in" on specific divorce cases.

The article added, "Gorham supporters indicate that Pesavento and Wallace long have been close allies, especially in union matters involving Wilkes-Barre newspapers."

That was a reference to Pesavento's long tenure as the president of Wilkes-Barre Local 120, The Newspaper Guild. Others in the Northeastern Pennsylvania newspaper fraternity know that Wallace also has led the local for a number of years, and recently resumed the presidency when the person holding it resigned in the middle of his term.

Pesavento and Wallace also have been active in Newspaper Guild strikes against the Independent.

Pesavento is asking Luzerne County Court to allow him $100,000 punitive damages and $10,000 compensatory damages. Wallace seeks a like amount.

The libel action is the second court case involving the Independent and personnel of Local 120, TNG, to be recorded in recent weeks. Local 120 has instituted legal proceedings to collect a $125 fine imposed on a reporter for the Independent. The reporter, James Torbik, was found guilty by a Guild trial board of doing "free work" for his newspaper in violation of contract rules. He has refused to pay.

A right-to-work group has decided to pay legal expenses for Torbik.

The Independent said James Scott II, president of the Pennsylvanians for Right-to-Work, offered the aid in response to a request from Torbik.

"We do feel that your union has failed to properly represent you and that you should, in fact, have legal recourse," Scott stated.

Torbik has been fined $125 by Local 120, The Newspaper Guild, of Wilkes-Barre for doing what a Guild trial board said was "free work" in violation of the union contract with the Independent. Torbik had written about activities at a World Series game he attended while off duty. The union said that was free work although he was on company time when he wrote the article.

Torbik refused to pay the fine and the union attempted to collect by taking the case before a district magistrate in Wilkes-Barre. The magistrate disclaimed jurisdiction and Local 120 filed a civil action in Luzerne County Court of Common Pleas.

Pennsylvanians for Right to Work has a long history of opposition to union regulation. Scott believes the Torbik case may break new ground in establishing work guidelines for newspaper personnel. "I feel that success in your case may well set a precedent beneficial to the cause of press freedom throughout the nation," he wrote in a letter to Torbik.

The right-to-work vice president echoed Scott's words: "This could be a landmark decision," Albin W. Simokat stated. "We are against compulsory unionism and the evils it brings with it."

Scripps League buys 28th newspaper

The sale of the *Novato* (Calif.) *Advance*, a weekly, to Scripps League Newspapers was announced by George A. Barnwell, publisher and editor, and Barry H. Scripps, executive vice-president of Scripps League Newspapers.

Gordon Adams, Advance advertising manager and assistant publisher, is being retained as general manager by Scripps League Newspapers.

Barnwell is severing his association with the Advance, and said he would announce his future plans later. Barnwell has been with the newspaper for almost 22 years. He bought the Advance from James Cuzner in September, 1955, along with former partner Fred Volz. In 1961, he and Adams bought the shares of Volz who moved to Ojai to publish the *Ojai Valley* (Calif.) *News*.

Novato Advance was established in 1922 by founder William Hanen and now has a circulation of 10,600 and a staff of 16.

Scripps League Newspapers owns the nearby *Petaluma* (Calif.) *Argus-Courier* and *Napa* (Calif.) *Register*. The group also owns six other California newspapers, and the Advance becomes the 28th newspaper in 16 states operated by the Scripps organization.

Charleston papers publish a shopper

Charleston Newspapers of Charleston, W. Va. has begun what is believed the first newspaper published shopping guide in the state.

The first edition of *Metro West Marketer* was delivered to subscribers with the afternoon *Charleston Daily Mail* of July 12. It also will be distributed weekly with the Thursday morning *Charleston Gazette*.

Metro West Marketer is aimed at Charleston Newspapers' fastest growing area—western Kanawha and Putnam counties. All of the distribution area is in the Charleston SMSA, hence the name, Metro West Marketer.

The publication, which made its debut with 12 pages of advertising and a full-color front, will be distributed to approximately 28,000 Daily Mail and Gazette subscribers.

Gannett sales assigned papers

Gannett Newspaper Advertising Sales has assumed the sales responsibilities for three recently acquired Gannett Newspapers.

Effective July 1, 1977, GNAS, through their seven offices in New York, Chicago, Detroit, Atlanta, Dallas, Los Angeles, and San Francisco will be handling the national, retail and co-op advertising sales for the *Springfield* (Mo.) *Leader & Press* and the *Springfield Daily News*.

GNAS will also be responsible for the *Monroe* (La.) *News-Star & World*, and the *Shreveport Journal & Times*.

Junkets

(Continued for page 14)

rector Chet Simmons were not dealt with lightly.

Even such an innocuous personality as Patrick Duffy, NBC's "Man from Atlantis," was grilled to the gills, as reporters demanded to know whether there would be more to his series than webbed hands and if this would have real meat or be just another dose of "kids schlock."

At the end of the second week, the tv reporters had made the June trip unusual in yet another way. About 55 of those attending the tour set up a fledgling "tv Critics Circle." Newsweek discussed the Circle in its article, suggesting that its birth was in response to feelings among the critics that they have indeed been spoon-fed by the networks long enough, and it's time to begin playing host to a tv preview convention of their own on neutral ground.

Those instrumental in forming the fraternity acknowledge that such self-hosted conventions might be desirable, but also that the purpose of that Circle will be to promote integrity and professionalism among critics and to garner power that will enable them to correct what they feel are faults in the present tv junket system.

With the clout of such an organization, they speculate, the press would have more say as to which network officials attend the convention (Many critics were angered at the conspicuous absence this trip of ABC's new sports-news vicepresident Roone Arledge) and how interviews are set up.

Network publicists scoffed at the idea.

But whatever the ramifications are of this summer's conference, most attendants agree that it was a memorable one to be hashed over for many trips to come. Already the June events have taken a more prominent spot in junket history than the time one veteran reporter was locked out of her hotel room stark naked.

Co-op ad art distributed by Multi-Ad

"Co-Op '77 Part II," a book of camera-ready co-op advertising layouts, was published by Multi-Ad Services, Inc. It was distributed free to Multi-Ad's subscribers and members of National Advertising Cooperative Network.

The collection contains 37 pages of manufacturer-sanctioned ads tailored expressly for ROP, classified and classified line advertising. Only brand names have been included and the merchandise varies from antifreeze, lawnmowers and haircurlers to tennis shoes, allergy medicine and fishing reels.

According to Multi-Ad officials, the company has been actively working with consumer product manufacturers to encourage use of co-op advertising and to help simplify co-op program requirements.

At the local level, "Co-op '77" has made a variety of co-op materials easily available to the retail community via local newspapers. "Thus, "Co-op '77 " gives space salesmen an opportunity to provide paid advertising for their accounts, and at the same time, build space revenue," Multi-Ad spokesmen said.

Post Corp. acquires Illinois semi-weekly

Sale of the *Collinsville* (Ill.) *Herald*, a 98-year-old semi-weekly newspaper, to Post Corporatión of Appleton, Wisc. was announced.

The Herald and its associated commercial printing business, Herald Publications, were purchased from the heirs of James O. Monroe, Sr., including his son Karl L. Monroe who has served as president and editor of the paper for many years.

Post Corporation, a publicly-owned newspaper and broadcasting firm, owns the *Press-Record*, also a semi-weekly, in nearby Granite City, Ill.

Monroe will remain as editor of the Herald under Post's ownership. Paul Halbert, general manager of the Granite City paper, will become general manager of the Herald as well.

Monroe was named editor of the year in 1968 by the Illinois Press Association, and Illinois journalist of the year in 1976 by Northern Illinois University (E&P, June 11, 1977).

Collinsville, a city of 20,000, has been one of the faster growing communities in this part of Illinois which lies near the Mississippi River across from St. Louis, Mo. The Herald's paid circulation is currently 9,000.

Post Corporation, headquartered in Appleton, Wis., owns newspapers and broadcast stations in eight states.

Ad revenues rose 11.3% in May

Newspaper advertising increased by 11.3% in May and by 9.9% for the first five months of 1977 as compared to the previous year, according to the Newspaper Advertising Bureau, Inc. It is running at a $10.5 billion annual rate.

The national classification had the biggest May gain, up 16.9%, and is ahead by 10.8% for the five months. It is running at a $1.6 billion annual rate. In May, the automotive component of national gained 31.1% and the general advertising component, 14.6%.

Classified advertising, which gained 15.3% in May and 15.2% for the five months, is running at a $3.1 billion annual rate.

Retail advertising rose 7.7% in May and 7.1% for the five months. It is running at a $5.8 billion annual rate.

Bureau estimates of newspaper advertising are based on linage measurements by Media Records, Inc. in 64 index cities plus other data.

ORDER *YOUR* OWN SUBSCRIPTION TODAY. JUST MAIL THIS COUPON.

Editor & Publisher
850 Third Avenue, New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name .....

Address .....

City .....

State ..... Zip .....

Company .....

Nature of Business .....

☐ My remittance is enclosed.

$15.00 a year, U. S. and Canada; all other countries $35. a year.

Equipment

Canadian daily adopts electronic copy system

Recent announcements that the Times newspapers of London and the Sanoma Publishing Company of Helsinki had procured TEXT II systems from System Development Corporation have served notice that TEXT II is becoming a contender in the international market for automated pre-press production systems. Previously, TEXT II was best known for the installation at the *Tucson* (Ariz.) *Daily Citizen* and, more recently, through its procurement by some 30 other papers including the *Lakeland* (Fla.) *Ledger*, the *Philadelphia Inquirer* and *Daily News* and the *St. Louis Post-Dispatch* and *Globe Democrat*.

Actually, this international usage of TEXT II is nothing new. Of the TEXT II systems currently installed or on order no less than eleven of these newspapers are outside the United States. Moreover, one of these, the *Hamilton* (Canada) *Spectator* has had its system up and running now since August of last year.

TEXT II is a computerized system for generating, editing, composing, and typesetting (via a phototypesetter) news and advertising copy from video display terminals (VDTs), OCR or tape inputs. Copy is entered into the computer, stored, controlled in accordance with commands entered at VDTs, and prepared for phototypesetting in the designated fonts, and hyphenated and justified to the specified column width.

In addition to the production cycle, TEXT II can handle such accounting functions as automated billing, accounts receivable, cash posting, and management reports.

The Spectator, founded in 1846, is the flagship newspaper of the Southam Press, and serves the city of Hamilton, Ontario and surrounding communities. John Howard, controller of The Spectator, says the paper publishes 140,000 copies daily (155,000 on Saturday) and has upward of 90% coverage in the area it serves. About 75% of its news is derived from the wire services, and the paper averages 14 pages (2500 column inches) of classified ads a day.

Move to new building

The paper is somewhat atypical, because it did not originally procure TEXT II to solve pressing financial problems. Instead, the procurement was an adjunct to the paper's decision to move to a new building and install new presses. According to Howard, the original interest in automating pre-press operations was generated because the paper decided not to move its existing typesetting equipment to the new building.

The TEXT II system configuration settled on is shown in the diagram. (An initial test and training configuration was installed in the old building, and then integrated with the full system after the move.) As shown, the full system consists of three Hewlett Packard 21MX computers, each with 64,000 words of 16-bit semi-conductor memory and a 5-million byte system disc storage unit. Each computer also has access to four additional disc units each containing 15 million bytes of copy storage, and various peripheral devices. Inputs to the computers come from wire service lines and from 70 VDTs.

The newspaper selected a number of system functions: classified and display ads; wire service news; local news; on-line control of phototypesetters; credit review and generation of accounting data.

These functions are accomplished by three basic software systems—the News System, the Ad System, and the Accounting System—in addition to utility and operating systems used to transfer data, maintain files, and the like.

News copy can be entered into the system via either video display terminals or on-line wire service links. Copy is stored on disc, ready to be called onto a VDT by an editor.

A story passes from the reporter to the slot man to the rim man in the normal flow, but the transfers are accomplished electronically from VDT to VDT. The system assists in both head fitting and copy fitting by displaying on the VDT the exact amount a head is long or short and by displaying the exact depth of copy.

TEXT II has a split screen terminal. In a single glance, the editor can compare previous versions of stories or related copy on the same screen.

The system keeps track of what desk a story is on, what page it has been assigned to, and lists everybody who has worked on the story, so an editor can control its progress. If an editor decides to clean up the copy in the body of a story, he selects the segment he wishes to work on, enters, transposes, deletes, or moves the characters, words, sentences or paragraphs. And the system redisplays the edited copy with corrected statistics for lines and inches.

Ad systems

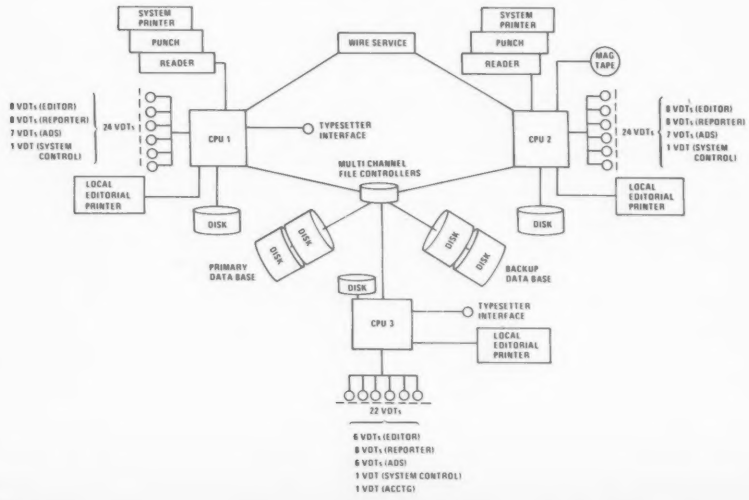
The Ad system automates the processing of classified advertising from the time the ad is accepted to the time it expires from the system. The complete classified advertising section is stored on disc, ready for regeneration. Every classified ad is available for immediate recall on the VDT for kills, extensions, corrections, and last-minute changes.

Using the VDT, operators entering ads can see them justified and priced. They can correct or change copy repeatedly while speaking to the advertiser. TEXT II produces checked copy for input to the paper's composition units, and classified ads can be preserved for multiple insertions, skips, scatters, or holds.

When a customer calls in, the ad-taker asks for name, address, phone, classification, and the days on which the customer wishes his ad to run. Ad copy is

(Continued on next page)

TEXT II SYSTEM FOR THE SPECTATOR



(Continued from page 36)

then typed in, and the transaction is reviewed with the customer for verification.

The ad-taker sends the contents of the screen to the computer for hyphenation, justification, and pricing. Pricing is not merely estimated; it is calculated, giving the exact cost. If it is run for the time period specified, and if the ad does not change in size, the customer will get a bill for the exact price quoted by the ad-taker. The ad-taker and the customer then verify that copy, schedule, and cost are acceptable and changes are made if necessary.

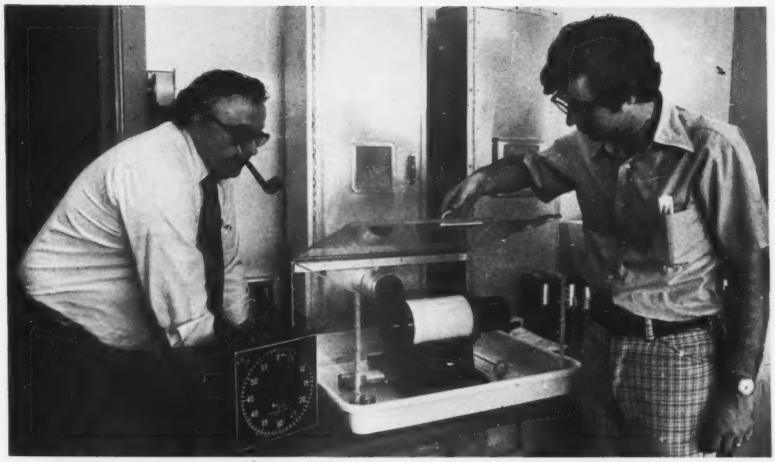
When all is correct, the copy and billing information is stored in disc memory. Two more tests, however, must be made and passed before the ad is committed to typesetting on the appropriate days. The ad is placed in queues for copy and credit checking. Copy is verified for spelling, typesetting style and copy acceptability by the ad checker. When the checker approves the transaction, the proof test is passed. The credit checker than makes a search of the queue looking for ads that may, for example, exceed a specified price, have been placed by customers with previous bad debt history, or have come from pay telephones. Such ads can be killed, held for payment, or be approved by the credit checker at this point.

The same system that produces single-column classified also handles all other advertising typography for both retail and classified display ads. Operators simply input the display copy after it has been provided by the client or his agency.

These terminals are the same model as those used by the ad-takers. But in this case, line breaks and reverse video commands guide the operator during review prior to committing the screen's contents to photocomposition. Display typography for both retail and display is taken from the processor and sent with its layout and illustrative matter to paste-up tables for ad building.

The accounting system generates a magnetic tape for use by the paper's business system. Accounting personnel have VDTs which permit them to display account summaries, add new accounts, and review the credit of transient ad customers. Formatted displays cue the operators in the necessary commands. Collections and transfer of the daily activity to magnetic tape is initiated at another VDT by the supervisor.

Thus, although TEXT II does not contain the Spectator's entire business system, it provides the paper with capabilities that are important to daily activities. Among these are credit checking, on-line account entry and modification, and, of course, preparation of a transaction record magnetic tape.



HOT BOX—Two members of the *Camden* (N.J.) *Courier-Post's* maintenance department have designed a "hot box" to maintain temperatures at a constant 100 degrees for processing Kodak's new E-6 color film. Jack Wolfer, left, who designed the device, and Al Seidelman, darkroom technician, incorporated the principle used in heating greenhouses in their answer to the E-6 challenge. Thermometer is at lower right of box.

Scripps daily starts work on new plant

Construction of a completely new publishing plant for the *Ventura County* (Calif.) *Star-Free Press* has begun, with occupancy of the 40,516-square-foot facility expected in the spring of 1978.

The new offices and plant will be in East Ventura, necessitating the newspaper's first move from Downtown Ventura in the 52 years since its founding. The new location will be convenient to major traffic arteries and to Ventura County's new $100 million administrative and judicial center which will be occupied later this year.

The Star-Free Press, a member of the John P. Scripps Newspaper Group published daily and Sunday, has present circulation exceeding 38,000.

John P. Scripps, chairman of the board, said the plant investment would be in the neighborhood of $5 million.

New equipment will include a Harris N-1650 press, with 96-page capacity and equipped with Meg two-arm RTPs; conveyor system, counter stackers and boom loaders by Ferag; Cypack strapping equipment; Berkey plate-making system; two National plate processors; Sheridan 848-P inserter, and Systems Integrators Inc. (SII) computer system with front end VDTs for editorial and classified.

The Robertson cellular floor units will be among the first installed in a newspaper publishing plant; they afford built-in channels for power, telephone and computer hookups.

Donald R. Goss, A.I.A., of San Angelo, Texas, is supervising architect, in association with the firm of Rasmussen, Love and Ellinwood of Ventura, and the general contractor is the McLeod Construction Co. of Ventura.

Digital systems sold to 2 newspapers

Digital Equipment Corporation announced receipt of two recent contracts valued at $1.5 million for its TMS-11 text management system. The contracts were signed by the *Dallas Morning News*, and the *Nashua* (N.H.) *Telegraph*.

The Dallas Morning News, with a daily circulation of 272,138, has purchased a system valued at over $900,000. The TMS-11 system will be used in the newsroom for automatic capture of wire copy, remote bureau input and local newswriting and editing.

The PDP-11/70-based system will include 77 video display terminals. Thirty-two of these will be Digital's microcomputer-controlled VT71/t editing work-stations, which feature pan scrolling and internal storage of up to 37,000 characters. The remaining 45 terminals are model VT61/t, which feature 2,000-word internal storage, 19 special keys designed and labeled for newsroom operation, and full word wraparound.

The TMS-11 system will output fully edited, justified and hyphenated text directly to two Autologic APS-5 phototypesetters. Installation is scheduled for July.

The Nashua Telegraph has signed a contract for a TMS-11 system with RK06 disk storage valued at over $600,000. Eighteen VT61/t, three VT71/t and two VT52 terminals will provide on-line input to the system. Two VT61/t terminals will be used for classified advertising entry under CMS-11 (Classified-Ad Management System), a new interactive software system that enables on-line ad-taking, credit checking, pricing, and billing management reports.

Equipment buys outpace plant outlays

Newspapers in the United States and Canada expect to spend $258.1 million for plant expansion, modernization and new equipment during 1977, according to an annual survey by the American Newspaper Publishers Association.

The ANPA survey also shows similar capital outlays in 1976 reached $199.7 million. For both years, new equipment purchases outpaced expenditures for plant expansion and modernization more than two to one.

This year, 437 ANPA member newspapers responded to the survey.

In the United States, 422 responding newspapers estimated their capital spending would reach $249 million for 1977, of which $172.9 million is planned for new equipment. The response accounts for about 49.6% of total U.S. daily newspaper circulation.

In Canada, 15 member newspapers, representing about 38.7% of total daily Canadian circulation, reported 1977 capital expenditure estimates totaling $9.1 million, of which $7.7 million will go for new equipment.

Newspaper series in Washington Post

Washington Post started publishing a 12-part series, titled "The Newspaper Business," on July 24. It is written by William H. Jones, deputy editor of the Post's Business and Financial section, and Laird Anderson, director of the print journalism program at American University's School of Communication in Washington, D.C.

The series will examine the economic health of the biggest names in newspaper publishing, including the *New York Times*, Dow Jones & Company, Times Mirror Company of Los Angeles and Washington Post. It will also review the operation of Newhouse, Knight-Ridder, and Gannett, among others.

ANPA PLANT EXPANSION SURVEY

1976 Expenditures

	United States	Canada	Totals
1976 Capital Outlays	$191,337,409	$8,381,196	$199,718,605
Plant Expansion and Modernization	52,054,937	1,743,071	53,798,008
New Equipment[1]	139,282,472	6,638,125	145,920,597
Mailroom	10,160,351	642,547	10,802,898
Composing	26,231,772	2,475,773	28,707,545
Pressroom	23,861,130	1,595,319	25,456,449
Editorial	10,369,563	299,153	10,668,716
Business	4,825,384	462,224	5,287,608
Computer Room	12,577,673	479,058	13,056,731
Camera/Platemaking	7,327,711	333,022	7,660,733
Other	16,103,599	345,979	16,449,578
Number of newspapers participating	428	15	443

1977 Estimates

	United States	Canada	Totals
1977 Estimated Capital Outlays	$249,043,999	$9,103,700	$258,147,699
Plant Expansion and Modernization	76,081,843	1,395,000	77,476,843
New Equipment[1]	172,962,156	7,708,700	180,670,856
Mailroom	16,257,581	609,000	16,866,581
Composing	27,337,410	1,965,700	29,303,110
Pressroom	54,075,671	883,000	54,958,671
Editorial	18,171,081	2,397,000	20,568,081
Business	9,247,970	859,500	10,107,470
Computer Room	18,343,817	137,000	18,488,817
Camera/Platemaking	7,729,000	224,000	7,953,000
Other	14,012,062	619,500	14,631,562
Number of newspapers participating	422	15	437

[1]Not all respondents allocated new equipment outlays to specific categories.

Stereotypers win jurisdictional dispute

Stereotypers, rather than photo-engravers, are entitled to make press-ready offset printing plates at the *New York Times*, according to a decision (June 30) by the National Labor Relations Board.

The decision came in a case that arose in a jurisdictional controversy between New York Stereographers' Union No. 1, International Printing and Graphics Communications Union, and New York Lithographers and Photo-Engravers Union No. 1-P, Graphic Arts International Union. The dispute climaxed last September when the photo-engravers engaged in a temporary work stoppage in preparing Sunday real estate, drama and resort sections.

The NLRB decision was made by a three-member panel consisting of John H. Fanning, Howard Jenkins, Jr., and Betty Southard Murphy, which affirmed a ruling by Hearing Officer Clifford P. Chaiet.

After stating that contracts of both unions established a claim to the work, the NLRB decision made its decision on such factors as the practice of other New York publications, relative skills of members of the two unions, and economy and efficiency of operation.

Accord reached in distributor strike

The twice-weekly *Amherst* (Mass.) *Record* has disclosed end of a two-and-a-half month strike, with accord reached by the striking Distributive Workers of America and publisher Michael deSherbinin.

The new agreement calls for a 50¢ hourly increase over the next two years, an insurance plan, a seniority system and a grievance procedure.

Eleven members of the staff went out on strike last April, while 15 continued to work.

deSherbinin had also continued publication of Dollar Saver, shopper-type advertising paper.

Press units offered by British firm

Milthorp International of Wakefield, West Yorkshire, England is offering 28 Goss Community web offset printing units from the *Melbourne* (Australia) *Sunday Observer*.

The firm says it is the largest company in the world specializing in used and rebuilt machinery for the graphic industry. In addition to the press units the firm is selling SC folders as well as the standard Community folders from the Melbourne paper.

Syndicates

By Lenora Williamson

Strip pokes fun at businesswoman

Bill Hoest, one of the country's major cartoonists in newspaper syndication and magazines, is making his bow in the comic strip field this Fall with a title character "Agatha Crumm", a fiesty old lady who rules a vast conglomerate empire.

King Features, which syndicates Hoest's seven-a-week panel, "The Lockhorns", will distribute the daily and Sunday strip.

Agatha, Hoest thinks, may well change the concept that big business and high finance are exclusively the domain of the male. She has a mind like a computer and a consuming passion for money in large denominations, and the other characters are foils for her antics. But the strip, the cartoonist emphasizes, is not a chronicle of or about women's liberation.

Like "The Lockhorns", which won the 1976 best syndicated panel of the year award from the National Cartoonists Society, the new strip is drawn in clean, simple lines and satire, a Hoest trademark, plays a strong role in the humor.

Two earlier anthologies of the "The Lockhorns" panel have been published and are among best selling cartoon books, with a third, "Who Made the Caesar Salad, Brutus?" released recently. The cartoonist's work appears frequently in national magazines.

"Agatha Crumm" is scheduled to debut October 24.

* * *

Christian Science Monitor has started a radio news syndication service in addition to the print syndication service launched for newspapers in 1972.

The radio service is made up of weekly tapes of 20 news stories that have appeared in the Monitor with the mix including taped interviews, analyses, consumer reports and education, urban, and energy stories and other topics of current interest. The radio versions range from 45 seconds to 2½ minutes long and are now being used as special reports in newscasts on 60 stations across the country.

About 180 newspapers in the United States and abroad subscribe to the Monitor's news service for the print press.

Three announcers prepare the syndicated Monitor tapes: David Dunbar, editor of the radio service; Fay McKenzie Waldman, an actress with extensive experience in theater, films and radio; and Paul Cunningham, a Massachusetts news writer and broadcaster. Inquiries may be directed to Dunbar at the newspaper's Radio News Service in Boston.

* * *

Peggy Raub has been appointed publicity manager for Field Newspaper Syndicate and is based in New York City. Since March of 1976 she has been a free lance publicist, specializing in book promotions. For two years before, Raub was publicist and coordinator of author tours for Doubleday, Inc. Her office is located at 350 East 50th Street, New York.

* * *

Columnists Barbara and Ray Howard have done a special 4-part series on how the American dream of owning a home moved "from the nifty 50s through the sizzling 60s into a situation which could drastically change the nature of housing in the future." The Chicago Tribune-New York News Syndicate is giving the series free to clients of the Howard column. Others also may subscribe to the series and/or the column, "You, the Consumer."

* * *

Top corporate executives have been interviewed and profiled by Rhonda Seegal for her new Associated Press business news column, "Personal File." The illustrated column moves Wednesdays for Friday AMs release and responds to requests by editors for a people-in-business feature introducing key figures to readers.

* * *

Bridge expert Oswald Jacoby, who writes a bridge column for Newspaper Enterprise Association with his son James, has become the second person in the history of the American Bridge Teachers' Association to be elected to honorary membership.

Mrs. Eloene T. Griggs, association president, said Jacoby was honored partly for "his fantastic exploits as a player" and also for "his many productive years as a columnist, versatile author and bridge innovator."

A Panel That's as Warm As a Grandmother's Heart

my grandma...

A delightful small-space panel that has special appeal for readers of every age. We're all touched by that warm bond of love between a child and a grandparent—and that joyful, unique feeling is captured with

my grandma...

by Donna Sott

Available daily in one column starting September 12

For information on availability, samples and terms, call Sales Department toll free 800—223-7384 (In New York call collect 212—682-5600)

King Features Syndicate

235 East 45th Street, New York, N.Y. 10017

Park buys partial interest in daily in his home state

Park Publications, Inc., Ithaca, N.Y., has signed a contract to purchase 45.2% of the stock of Kannapolis (N.C.) Publishing Company, owner of the daily and Sunday *Independent* with 14,000 circulation.

The announcement was made by Robert C. Hayes, chairman of the board of Kannapolis Publishing, and Roy H. Park, president of Park Publications, Inc.

The stock was purchased from the estate of James L. Moore. Prior to his death, Moore was publisher of the newspaper.

Upon the actual transfer of the stock, Park will be one of three members of the Board of Directors of Kannapolis Publishing.

"This is my first substantial investment in a newspaper in my native state of North Carolina," Park said. Park owns outright 21 newspapers in six states. Of these, six are daily or daily and Sunday and 15 are tri-weekly, semi-weekly or weekly.

Roy H. Park (left) president of Park Publications, Inc. received a warm greeting from Robert C. Hayes, chairman of the board of Kannapolis Publishing, following the signing of an agreement by Park to purchase from the estate of the former publisher 45.2% of the stock of the Kannapolis (North Carolina) Publishing Company.

Classified Advertising

BENEFIT FROM OUR VAST NEWSPAPER AUDIENCE

FEATURES AVAILABLE

ASTROLOGY

"ASK THE ASTROLOGER"—A unique new column that invites readers to ask and find out what's in the stars for them. Written by a professional astrologer/columnist; destined to become the "Dear Abby" of the Cosmic Set. Great reader response. 3 questions and answers per column. once weekly. 500 words. Free trial offer, low rates. Box 1400, Editor & Publisher.

BIRTHSCOPE

Zesty, perceptive, witty personality profile and predictions for baby born day of publication. Approximately 200 words daily. Written by Penney-Missouri top award-winner, Elaine Morrissey, combining news/feature pro savvy with a professional astrology background. High readership by both sexes, all ages, any section. For free samples, rates of brightest new twist in astrology features, write BIRTHSCOPE, c/o Journal-Herald, Dayton, Ohio 45402.

AUTOMOTIVE

YOUR AUTO AND YOU: Weekly column of answers to your readers' car problems, plus weekly test report on new cars, vans. Write for samples, rates. Automotive Features, 814 E. Manor Circle, Milwaukee, Wisc. 53217.

Feature Your Feature In FEATURES AVAILABLE

BOOK REVIEWS

BOOKVIEWS

Weekly comment on the top 500 books published on all subjects throughout the year. The best, most comprehensive column on the book scene in America. Check the Syndicate Directory. Act now for bargain rate. Interlude Productions, Box 40, Maplewood, N.J. 07040.

BROADWAY COLUMN

RAY WILSON, interviews the "Who's Who" for his column and radio shows—for 25 years. Written from New York, Las Vegas. Hollywood, etc. Published Coast-to-Coast. Las Vegas PANORAMA Publisher Ralph Petillo says: "The most Interesting-Informative-Entertaining Broadway column in a decade." 550 words weekly. Samples: NEW YORK TODAY, INC., 78-11 Kew Forest Lane, Forest Hills, N.Y. 11375. (212) 544-1254.

BUSINESS PAGE FEATURES

THE HUMAN SIDE OF BUSINESS—How to win customers, gain profits through better management-employee/employee-customer relations. Dr. Whitt Schultz, noted lecturer, writer, businessman, consultant shares proven methods of building better business—and a better business page. Great reader response. Free samples. HOWCO, Box 100-SD, Kenilworth, Ill. 60043. (312) 256-0059.

FEATURES AVAILABLE

CAREERS

"HOW TO BE MORE SUCCESSFUL!" Popular column by Dr. Whitt Schultz, noted career counselor, writer, lecturer, successful businessman. Great reader response! FREE SAMPLES. HOWCO, Box 100-SD, Kenilworth, Ill. 60043. (312) 256-0059.

CARTOONS

BIG RIG Trucking weekly cartoon feature. Free sample: Walker Design, 550 S. Coronado, Los Angeles, Calif. 90057.

FIGLEAVES—"A ribtickling *Paradise Lost.*" Weekly cartoon. Good rates—FREE samples. Sandcastles-EP, Box 1356, Newport News, Va. 23601.

CHILDREN'S FEATURES

KIDS' CORNER—Fun, educational feature for children. Weekly, offset. For samples and details write: Kids' Corner, Claire Nagel, Box 275, Pequot Lakes, Minn. 56472.

COMIC STRIPS

HARDPAN—A weekly comic strip presenting all the Farm News that's wit to print. J. Griswold, 914 2nd Ave., Seattle, Wash. 98104.

CONSUMERISM

TWO CONSUMER FEATURES: Careful Shopper, Consumer Aids. Help for readers, equity for advertisers. Edited to complement local news. Photos. Camera-ready. Samples: News Research Service, Box 16147, San Diego, Calif. 92116. (714) 282-2411.

HOW TO BEAT the system. How to get even with the computer; how to complain; how to make your own; do it yourself. Camera-ready. Samples, rates. Lis King, P. O. Box 503, Mahwah, N. J. 07430.

CLEVER MARKETING

FEATURE FACTS

99% of America's editors and publishers—that's the potential readership of your ad each week in E&P's FEATURES AVAILABLE section! If you're involved in selling a column, cartoon, comic strip or other feature material to weekly or daily newspapers, it's sound business sense to make your feature available to this impressive market with low cost, high readership E&P Classifieds.

E&P CLASSIFIEDS

Where the Action Is!

FEATURES AVAILABLE

CRAFTS

BRIGHT, ILLUSTRATED how-to crafts column, camera-ready. Free samples, rates. Lis King, P. O. Box 503, Mahwah, N. J. 07430.

DECORATING

PIGGYBANK DECORATING. Entertaining, informative weekly column. Illustrated, camera-ready. By writer, whose articles are featured by thousands of newspapers. Samples, rates. Lis King, P. O. Box 503, Mahwah, N. J. 07430.

EDITORIAL CARTOONS

QUALITY WEEKLY CARTOON for only $4.50 a week. Ricky Nobile Cartoons, P.O. Box 1223, Cleveland, Miss. 38732.

POLITICAL CARTOONS, hard hitting with a subtle sense of humor. Award winning nationally known cartoonist. Box 1347, Editor & Publisher.

A LIBERAL LOOK at the political arena. Nationally known cartoonist gives readers a behind-the-scenes look with style, flair and an unerring eye for the real issues. Samples, rates upon request. Box 1403, Editor & Publisher.

EDUCATION

YOUR CHILD'S SCHOOL: Unique column runs in Newsday, Boston Herald American and others weekly. Highly reader-responsive. Question and answer format concerns parents/pupils from kindergarten through college. No jargon; practical replies. Free samples for next school year: 3-em Features, 853 Seventh Ave., New York, N.Y. 10019.

ENTERTAINMENT

RAY WILSON "On Broadway," a weekly column 550 words. Published Coast to Coast for 25 years. Samples: NEW YORK TODAY, INC., 78-11 Kew Forest Lane, Forest Hills, N.Y. 11375. (212) 544-1254.

THE HOLLYWOOD REPORTER has been the definitive source of news and information for the entertainment industry for nearly 5 decades. As Hollywood's foremost industry communications daily, we now present the most complete and compelling entertainment package ever presented in syndication. Our label of quality and reliability is established around the world and we invite you to accept an initial Hollywood Reporter package free of charge. Publish all or part of the material and see how you like it. We would be pleased to list your newspaper among our national subscribers. The HR-Syndicate, 6715 Sunset Blvd., Hollywood, Calif. 90028. (213) 464-7411.

FOOD

ALPHABET SOUP! A bit of gossip a morsel of good eating, 700 words weekly. By Barbara Burtoff, Food Editor, The Boston Herald American. For samples, rates write Box 10A, 2 Hawthorne Pl., Boston Mass. 02114.

GARDENING

JOIN GARDEN BOOM! Glossy photo, 600 word weekly, 6th year, member GWAA. Details: Masson, Box 66, Needham, Mass. 02192.

THE PART TIME GARDENER—Refreshing, knowledgeable weekly column with pertinent photos by experienced, widely-recognized garden writer. Plus timely tips to ad department. Send for FREE sample and low rates. Flagler & Nelson Inc., 1640 Statler-Hilton, Buffalo, N.Y. 14202.

HEALTH/SAFETY

PUBLIC SERVICE FEATURES
Over 1500 newspapers already use our international service which provides expert accident prevention and health features for family reading. For free service, write Combined Public Service Features, 5050 Broadway, Chicago, Ill. 60640.

HOME REPAIRS

WEEKLY ADVICE and professional help on maintaining, repairing and improving the home. Not a rewrite of second hand material. Based on 25 years first hand experience as a consultant on building construction and maintenance problems; Licensed Professional Engineer; home builder; and, in inspecting and evaluating more than 1500 homes for owners and prospective purchasers. Crisp, easy to understand style. Write for samples and see for yourself. Garrett, 59 Hamilton Ave., North Babylon, N.Y. 11703.

HOROSCOPES

"YOUR HOROSCOPE FORECASE," is a lively preview of the week ahead for all signs of the Zodiac. Written by a professional astrologer/columnist. Weekly. high readership, low rates. Samples. Box 1395, Editor & Publisher.

HUMAN INTEREST

FACT OR FICTION—MARK TWAIN: "The trouble with people is they know too many things that ain't so." Debunks myths, Unique research. Rewards contributors Official Twain Honor Scroll. Samples. Wadler, 175 W. 73 St., New York, N.Y. 10023.

HUMAN FOIBLES are arrayed in their full sweep of confusion and contrary cussedness in the Casual Observer, a whimsey column that dissects trivial but universal themes that make readers identify, then chuckle. For samples, write Dunc Fraser, P.O. Box 5, Amherst, Mass. 01002.

HUMOR

OF COURSE I'M BIASED, but I think I write the best family humor column this side of Bombeck. Free samples. Dick Emmons, 2411 Buckingham, Ann Arbor, Mich. 48104.

MORE WANT-AD READERSHIP? Zany, irreverent inserts, 5 a week. For samples write Add'n'Ad, Box 1313, Editor & Publisher.

"IT COULD BE VERSE!" Spice up your paper with timely rhymes on current subjects. Send for samples. George Ludcke, 2915 Wayzata Blvd., Minneapolis, Minn. 55405.

NEWSBLEAT—Better than Buchwald? Weekly topical and political satire. Free trial. 570 Bethany Curve, Santa Cruz, Calif. 95060.

INVESTMENTS

STAMP INVESTMENT GUIDE—An investment as well as a hobby. Samples, rates: Box 131, Rego Park, N.Y. 11374.

MEDICAL

MAN AND MEDICINE
Medical column now twice weekly. 1 question and answer, 1 essay. Dr. Irwin J. Polk, 300 Half Mile Rd., Red Bank, N.J. 07701.

NEW MEDICAL AND SCIENCE news service. Articles written for immediate use. Sample copy available. Press Service International, 200 Madison Ave., New York, N.Y. 10016. (212) 683-7620.

FEATURES AVAILABLE

MISCELLANEOUS

ALL-STAR LINE-UP
American Syndicate, Inc.

HANK MESSICK'S CRIME FILE—America's premier investigative crime reporter writes a twice-a-week column on all aspects of the nation's No. 1 problem.

FEELIN' GREAT—A twice-a-week column on everything you always wanted to know about physical fitness by BOB KLEINMANN.

TOM TEEPEN COMMENTARY—Irreverence and insight, in a sprightly manner, on all kinds of timely topics.

AT HOME WITH HEIDENREICH—All that's funny about life as a mother of four by MARY ANN HEIDENREICH.

THE SCREENING ROOM—Movie reviews with wit and style by VINCE STATEN.

RIFE WITH LIFE—Charm, vitality and warmth in wry reflections by Dayton Daily News Editor ARNOLD ROSENFELD.

EAT HEART-Y—The secrets of eating big on a low-fat diet by Canadian nutrition writer JAQUELINE MARGOLESE.

EYE ON THE MEDIA—Behind the scenes at the nation's communications media with veteran newsman and author JIM DYGERT.

WANDERING AFIELD—Where the hunting and fishing action is by outdoors columnist and author DAVE BOWRING.

Write for samples.
American Syndicate, Inc.
Box 190, Dayton, Ohio 45402
On the Leading Edge
of What Readers Want

MONEY

"MORE FOR YOUR MONEY"
Weekly reader-pleaser on stretching family dollars. Camera-ready. Samples. Mike LeFan, 1802 S. 13, Temple, Texas 76501.

"CA$H NEW$"—Top readership response at all economic levels. Ways to make and save money. One weekly, low rates. Free sample: CA$H NEW$, 2232 Arrowhead Ave., Brooksville, Fla. 33512.

MOVIE REVIEWS

MINI REVIEWS (Cartoon illustrated)—Great for weekend section or entertainment pages. Issued weekly. Camera ready. Cineman Syndicate, 7 Charles Court, Middletown, N.Y. 10940.

PUBLIC SERVICE

WEEKLY NEWSPAPER COLUMN:
"LOOKING AHEAD":
By Dr. George S. Benson

Now going to 1500 newspapers by request. A factual discussion of important national matters. General purpose—to help preserve faith in Constitutional Government and Private Enterprise. Sent in column form. Widely used for 20 years.

Also a weekly release for company publications—"LISTEN AMERICANS", especially designed for American employees. Now going to 400 companies.

Each free if used regularly. Write: Dr. George S. Benson, Station A, Searcy, Ark. 72143.

REAL ESTATE

"THE WORLD OF REAL ESTATE"
Weekly column of question and answer with real estate mini-features on buying, selling, renting, financing or investing. Authored by Howard Shonting, a professional with 30 years experience. Member National Association of Real Estate Editors. Send for trial offer.
REAL ESTATE RESEARCH INSTITUTE
353 Willett Avenue
Port Chester, N.Y. 10573

SEWING/CRAFTS

ESTABLISHED HOME SEWING columnist looking for good syndicate. Box 1401, Editor & Publisher.

SPORTS

THE DARNELL FOOTBALL FORECAST AND FOOTBALL PLAY QUIZ, 2 weekly football features for the price of one. Great for advertising sales and services. Free Samples. Mail to: Darnell Gary, Darnell Sports Feature, 2745 Ketchum Rd. #5, Memphis, Tenn. 38114.

STAMPS

STAMP SCENE—Award-winning column with exclusive news, features. Samples, rates: Box 131, Rego Park, N.Y. 11374.

STOCK MARKET

MY CHARTS and highlight commentary now used by WASHINGTON POST, Dallas, Indianapolis, New Orleans, Phoenix, Rochester, Akron and other prestigious papers. Print the PICTURE when it happens! Your TV competitor does not do this. Daily and Sunday. Cost based on circulation. Minimum $7.50 per week.

STOCK MARKET GRAPHIC FEATURES
Charles Carden (817) 335-5249
1114 W. T. Waggoner Bldg.
Ft. Worth, Texas 76102

TRAVEL

INCREASE TRAVEL LINAGE! World travel column now in 4th year, weekly. Send for 6 free copies, prices. #1 Easy St., Aptos, Calif. 95003.

TRAVEL is a billion dollar industry. For your slice of this world-wide action, capture readers and advertisers with the Globe Trotter, a weekly travel and leisure column written by award-winning author/editor. Write for samples, rates on your letterhead. Globe Trotter, Box 537, McLean, Va. 22101.

WEEKLY FEATURES

MONTHLY, WEEKLY, DAILY columns 1) "Old Times" 2) "Old Ships & Ship Wrecks" 3) "Human Humor" 4) "Fillers" 5) "Old Style Upbringing." 5 for $5, P.O. Box 47, Grand Marais, Mich. 49839, Voyager Press. Ph: (906) 494-2525.

WOMEN'S INTEREST

BIRTHSCOPE

Zesty, perceptive, witty personality profile and predictions for baby born day of publication. Approximately 200 words daily. Written by Penney-Missouri top award-winner, Elaine Morrissey, combining news/feature pro savvy with a professional astrology background. High readership by both sexes, all ages, any section. For free samples, rates of brightest new twist in astrology features, write BIRTHSCOPE, c/o Journal-Herald, Dayton, Ohio 45402.

Feature Your Feature in FEATURES AVAILABLE
And Watch Your Syndicate Sales Soar!

CLASSIFIED ADVERTISING RATES

POSITIONS WANTED
(Payable with order)

4-weeks — $1.35 per line, per issue
3-weeks — $1.50 per line, per issue
2-weeks — $1.65 per line, per issue
1-week — $1.75 per line
Add $1.25 for box service and count as an additional line in your copy.

OTHER CLASSIFICATIONS
(Remittance should accompany copy unless credit established).

4-weeks — $2.00 per line, per issue
3-weeks — $2.20 per line, per issue
2-weeks — $2.35 per line, per issue
1-week — $2.45 per line
Add $1.25 per insertion for box service and count as an additional line in copy.

Air-mail service on box numbers $1.50 extra (overseas mail only).

Count approximately 39 characters and/or spaces per line
3 lines minimum (no abbreviations)

DISPLAY CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $4.60 per agate line—$64.40 per column inch minimum space.

Classified Contract Rates Available On Request

WEEKLY CLOSING TIME
Tuesday, 4:00 PM New York Time

Box numbers, mailed each day as they are received, are valid for 1 year.

Editor & Publisher
850 Third Ave., N.Y., N.Y. 10022 (212) 752-7053

CLASSIFIED ADVERTISING
Order Blank

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Authorized by _____

Classification _____

Copy _____

☐ Assign a box number and mail my replies daily

To Run: _____ Weeks _____ Till Forbidden

Please indicate exact classification in which ad is to appear

Mail to: EDITOR & PUBLISHER • 850 Third Ave. • New York, N.Y. 10022

ANNOUNCEMENTS

BUSINESS OPPORTUNITIES

NEW!—"How to Start Your Own Community Newspaper," a big 136-page working manual by an experienced weekly publisher who's done it all and made it pay. New York Times says: "Covers every conceivable facet of weekly newspaper publishing." $9.95 with 10-day guarantee. Meadow Press, Box 35-E, Port Jefferson, N.Y. 11777.

EXPERIENCED weekly editor, manager, seeks investment partner for buying, starting weekly. Box 1380, Editor & Publisher.

INVESTORS NEEDED for small but established and growing regional magazine (income doubled last year) located in high demographics area of Pennsylvania. Excellent tax writeoff for short term; income producer for long term. Full info to principals only. Box 1355, Editor & Publisher.

NEWSPAPER APPRAISERS

APPRAISALS FOR ESTATE TAX, partnership, loan, depreciation and insurance purposes. Sensible fees. Brochure Marion R. Krehbiel, Box 88, Norton, Kans. 67654, or Robert N. Bolitho, Box 7133, Shawnee Mission, Kans. 66207.

GROSECLOSE WILLIAMS
& ASSOCIATES
Founded 1944, 1010 Vermont Avenue, N.W., Washington, D.C. 20005. "Elgin Groseclose has immense personal expertise in valuation matters." U.S. Tax Court, re Worcester Telegram.

NEWSPAPER BROKERS

WE HAVE QUALIFIED BUYERS for dailies and large weeklies. Information strictly confidential.
DIXIE NEWSPAPERS, INC.
P. O. Box 490, Gadsden, Ala. 35902
Ph. (205) 546-3356

SNYDER NEWSPAPER BROKERS
Joseph A. Snyder, Broker
136 E. Honolulu*
Lindsay, Cal. 93247 (209) 562-2587

JIMMY CROWE
Ownership Changes
Proven Management Systems
23 years experience in every phase of the newspaper industry. 202 Winchester Dr., Savannah, Ga. 31410. (912) 897-1348 or 897-1346.

SYD GOULD ASSOCIATES
"the broker with instant buyers"
SALES, SERVICE, MANAGEMENT
5464 Government Blvd.
Mobile, Ala. (205) 666-0893

KREHBIEL-BOLITHO
Newspaper Service, Inc.
Newspaper Sales, Appraisals,
Consultations
(We handle different properties, all types, from our two offices.)
MARION R. KREHBIEL, "Norton Office," P.O. Box 88, Norton, Kans. 67654. Office phone (913) 877-3407.
ROBERT N. BOLITHO, "Kansas City Office," P.O. Box 7133, Shawnee Mission, Kans. 66207. Office: (913) 381-8280.

BILL MATTHEW COMPANY conducts professional, confidential negotiations for sale and purchase of highest quality daily and weekly newspapers in the country. Before you consider sale or purchase of a property, you should call (813) 446-0871 daytime; (813) 733-8053 nights; or write Box 3364, Clearwater Beach, Fla. 33515. No obligations, of course.

IT'S NOT THE DOWN PAYMENT that buys the newspaper—it's the personality and ability of the buyer. This is why we insist on personal contact selling.
LEN FEIGHNER AGENCY
Sid Smith, President
Box 189, Mount Pleasant, Mich. 48858

CONFIDENTIAL NEGOTIATIONS
of purchase and sale of
Daily NEWSPAPERS Weekly
W. B. GRIMES & CO.
National Press Building
Washington, D.C. 20045
(202) NAtional 8-1133

PRESERVE UTMOST SECURITY and avoid sagging in your newspaper sale. Newspaper Service Co., Inc., P.O. Dr. 12428. Panama City, Fla. 32401.

ANNOUNCEMENTS

NEWSPAPER BROKERS

MEL HODELL, Newspaper Broker, P.O. Box 2277, Montclair, Calif. 91763. (714) 626-6440.

NEWSPAPERS FOR SALE

PHENIX MONITOR—1-year-old weekly with 5000 controlled circulation—$50,000. Terms to qualified person. P. O. Box 566, Phenix City, Ala. 36867.

WEEKLY in resort-retirement-vacation area of Arizona grossing $55,000 and growing fast, $50,000 minimum, $15,000 down. Box 1317, Editor & Publisher.

COLORADO ROCKIES ski area newspaper. Fantastic growth potential in ski area ⅓ developed. Dominant paper in area. Paid and free circulation. In 4th year, 14 to 18 issues per year. $20,000 volume; for sale at gross, financing available to qualified buyer. Write Copper Cable, Box 108, Copper Mountain, Colo. 80443.

HEALTH requires quick sale of Zone 3 county seat weekly. Growing rapidly. Potential daily. Competition. Terms. Qualified principals only. Box 1326, Editor & Publisher.

SUCCESSFUL PRINTING COMPANY
AND DAILY NEWSPAPER
Printing company doing $3,000,000 annually, small daily newspaper 9000 circulation, growing. Located Ohio. Highly profitable, will sell outright or merge with a sound-rated financial corporation. Principals only, no brokers. Box 1335, Editor & Publisher.

ESTATE SALE, CALIFORNIA—5-day daily, 75,000 circulation. 1976 gross over $2,000,000. Priced under gross. Call Broker Hugh Pollard, (209) 442-0250; 932 N. Van Ness, Fresno, Calif. 93728.

WEEKLY, age 6. 90M 1976. Town upset, future bright. Need help. 60% dirt cheap. Alabama. (205) 872-6500, Dean.

SOUTHERN CALIFORNIA weekly, area is growing, good climate, near skiing, summer recreation. Gross over $80,000. $20,000 down. Snyder Newspaper Brokers, P.O. Box 308, Lindsay, Calif. 93247.

PRESS BUREAU, trade, technical, professional, suitable for freelance journalists. $7500. Operate anywhere. AAPB, 421 Orange Ave., Long Beach, Calif. 90802. (213) 435-6051.

WEEKLY TABLOID in high growth Zone 9 area. 1976 gross $158,000; 1977 projected at $190,000 with $70,000 net. Price $325,000 with 25% down and owner carrying balance at 10%. Broker: William A. Exline Inc., 31 Carroll Court, San Rafael, Calif. 94903.

CENTRAL NEW YORK AREA, over 30-year-old established, super strong weekly shopper. Average 36 tabloid pages weekly plus circulars. Undoubtedly the finest quality and most efficiently organized shopper in New York State. Primary paper status in unlimited market. 100% adult delivery system. Highly competent employees, only winners hired here. Facilities and equipment all new. Printing jobed out, clean accounting records. Start your salary at $50,000 plus—terms $400,000 cash and assume mortgage. Buyer must be able to provide a statement of worth and bank references. Write Box 1363, Editor & Publisher.

COLORADO WEEKLY, established 10 years. 2-hour drive from Denver. Good terms to right party. Box 1257, Editor & Publisher.

COUNTRY WEEKLY
In semi-rural suburb of Boston serving an historic small town with second highest per capita income in state. Paid circulation 600. New England Press Association member. High editorial content, prosperous advertisers and well-educated readers make this an unusual opportunity. Asking $18,000 (gross). Box 225, Carlisle, Mass. 01741.

NEWSPAPERS WANTED

INVESTOR seeks to purchase large weekly with consistent record of profits and no job printing. Have excellent journalistic credentials. All-cash purchase satisfactory. Complete confidentiality assured. Box 203, Editor & Publisher.

ANNOUNCEMENTS

PUBLICATIONS FOR SALE

3 ATLANTIC CITY AREA magazines. Must sell: $15,000, $35,000 and $50,000. Will sell as package or separately, (609) 266-3176 or (evenings) 266-0257.

EQUIPMENT & SUPPLIES

CAMERA & DARKROOM

BUY! New, Used, Rebuilt Cameras, Processors and other Pre-Press Equipment. Unbeatable Prices, Installed and Guaranteed.
ELLIS GRAPHICS CORPORATION
(201) 933-6755.

USED SQUEEZE LENSES . . .
Available reworked/updated trade-ins.
CK OPTICAL CO., INC. (213) 372-0372
Box 1067, Redondo Beach, Calif. 90278.

DISTORTA LENSES squeeze your pages at highest percentages and best quality.
KAMERAK (213) 437-2779
Box 2798 Long Beach, Calif. 90801

MAILROOM

CUTLER-HAMMER MARK III STACKER.
EXCELLENT CONDITION.
BOX 582, EDITOR & PUBLISHER.

SHERIDAN 72P INSERTER
VERY GOOD CONDITION
BOX 421, EDITOR & PUBLISHER

SHERIDAN 24P INSERTER.
VERY GOOD CONDITION.
BOX 1201, EDITOR & PUBLISHER.

3 BAGGERS, used 1 month, uses sheet plastic wrap, for newspapers or shopper, heat sealed. Eric Goltzer, (518) 438-8451.

MUELLER 227E inserter, 3 stations, new 1971. IPEC Inc., 401 N. Leavitt St., Chicago, Ill. 60612. Ph: (312) 738-1200; Telex 25-4388.

TWO FERAG STACKERS. One hydraulic (1973) 60,000 papers per hour. One mechanical (1974) 42,000 papers per hour. Accurate count. Perfect jog. Like new. Can be seen running. Mattia Press Inc., (201) 759-0600, ask for Leo or Ralph.

STEPPER paper rolling machine. Model 730, PMIII folding and collating unit. 3 hoppers. Have card attachment. Extra tying head. Like new. Write Box 1613, Lubbock, Texas 79408. (806) 763-9565.

1972 2-125 AUTOMATIC twist strap strapping machine. 110 volts, portable. Also supply of wire. $3000. Contact R.W. Reetz, (601) 693-6565 for additional information. Meridian Star, Circulation Department, Meridian, Miss. 39301.

MEASURING DEVICES

INSTANT AD MEASURE—Quickly visualize, measure, cost out newspaper ads. 6, 8 or 9 column versions. $9.45 each or $23.50 for 3. Specify agate lines or column inches. "It's faster than a Ruler." Instant Ad Measurement Co., P.O. Box 11105, Chicago, Ill. 60611.

MISCELLANEOUS

AVAILABLE ON OR ABOUT SEPTEMBER 1
Comet, Elektron, Model 31 and 36 Linotypes: including wide assortment of mats, molds and spare parts. Monotype Giant Casters, material makers, Elrod, Ludlows, Carlson router, galley cabinets, galleys, Vandercook proof presses, saws, mitering machines.
All of the above are in good operating condition. Call Olen Bell, (405) 232-3311.

NEWSPAPER BAGS

PRICES SLASHED/INCREASE YOUR PROFITS—All size bags and bundle wraps. Send specs for quote to PCE, 20 N. Howard, Aberdeen, Md. 21001. Call (301) 575-6500.

Circulate Your Jobs, Services, Talents to the Largest Newspaper Audience in the World with E&P Classifieds

EQUIPMENT & SUPPLIES

NEWSPRINT

SQUeeze lenses save newsprint . . .
CK OPTICAL CO. INC. (213) 372-0372
Box 1067, Redondo Beach, Calif. 90278

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.
Call or write:
PORTAGE (216) 929-4455
Box 5500, Akron, Ohio 44313

PHOTOTYPESETTING

AM 707 PHOTOTYPESETTER with AKI 790 keyboard, only $2500. Compugraphic 7200, $2200. (201) 521-3577.

COMPUGRAPHICS
7200—$2800. Compuwriters—$4000. 2961—$2300. Keyboards—$1200. Justowriters. FHN Business Products, Church Rd., Mt. Laurel, N.J. (609) 235-7614.

4961 TL and AUTOMATIC KEYBOARD, headliner with fonts, and many extras. Package price $3900. Reply (518) 456-7649, B.R. Associates, 55-7 Woodlake Rd., Albany, N.Y. 12203.

PRESSES

GOSS COMMUNITY 2 unit web offset newspaper press, with ½ and ¼ folder, side lay register. Immaculate, available immediately. Call Joseph Koravos, (617) 475-3210.

SCOTT double width press. 6 units, 2 with color cylinders, extra color unit, Scott reels. Press is disassembled and skidded. Will sell all or part. Call Tom Sneddon, (213) 294-4111.

URBANITE FOLDER
COMPLETE WITH QUARTER FOLDER.
BOX 176, EDITOR & PUBLISHER.

GOSS COMMUNITY, 7 units, 2 folders
Goss Community units for add-on, 1970
Goss Community folders
Goss Suburban, 2 units
Goss Suburban, 6 units, 1966
Goss SU folder
Goss Suburban folder
Goss Suburban presses and units
Goss Suburban S/C combo folder
Goss Urbanite 4 units, new 1963
Cottrell V-25, 4 units, new 1973
Color King 2:1 folder, Model 790
Gregg flying imprinter 45½"
Wanted: Newspaper equipment and complete plants.
INTERNATIONAL PUBLICATIONS EQUIPMENT CO. INC.
401 N. Leavitt Street
Chicago, Illinois 60612
Ph: (312) 738-1200 Telex 25-4388

SPEED UP your 15 hp V-15A press with a 30 hp drive unit. $1000. Phone (518) 885-4601.

GOSS COMMUNITY, 7 units, new approximately 1973, with SC folder and upper balloon former, Community folder, 2 drives and all accessories. We will sell complete press or components. IPEC Inc., 401 N. Leavitt St., Chicago, Ill. 60612. Ph: (312) 738-1200; Telex 25-4388.

PRESSES FOR SALE
Hoe Colormatic
7-Unit Press, 1 Double Folder
(One Side 2:1, other side 3:2)
4 Color Humps Superimposed
Reels, Tensions and Pasters
23 9/16" Cutoff, 90° Stagger
Excellent Condition
Available Immediately
Offered Exclusively By:
INLAND NEWSPAPER MACHINER CORP.
105th & Santa Fe Drive, P. O. Box 5487
Lenexa, Kansas 66215
Ph: (913) 492-9050 Telex 42362

GOSS URBANITE, 8 units, 2 folders, new approximately 1970, consisting of 7 black units, 1 3-color unit, standard Urbanite folder with quarter fold, SU folder with collect, 2 drives, 2 8-position rollstands and all standing accessories. We will sell complete press or components. IPEC Inc., 401 N. Leavitt St., Chicago, Ill. 60612. Ph: (312) 738-1200; Telex 25-4388.

EQUIPMENT & SUPPLIES

PRESSES

NEWS KING 4-unit, installed new 1967, 72000 weekly. All rolls recovered this year. A-1 condition—replacing with larger press. See running any Wednesday forenoon. Bargain price, as is, where is. R.J. Grossman, Leader Publishing Co., Salem, Ind. 47167. (812) 883-3281.

TWO URBANITE
QUARTER FOLDERS
Like new.
Available immediately.
Call (212) 629-2900.

8 UNIT HOE Color Convertible, 2 folders 2:1, 22¾" cutoff, semi-automatic RTPs, AC drive, manufactured approximately 1953, serial 3081-82, six color cylinders. In operation, delivery 6 to 8 months. Also Hoe folder, 21½ cutoff. Box 1369, Editor & Publisher.

VDTs

2 HARRIS 1110 editing-proofreading terminals: 2 years old. Excellent condition. $11,000 each. Contact Lamont Odett, A.V. Press, P.O. Box 880, Palmdale, Calif. 93550. (805) 273-2700.

WANTED TO BUY

WANTED FOR EXPORT:
GOSS URBANITE 4 TO 8 UNITS.
BOX 1548, EDITOR & PUBLISHER

USED PEXTO 3 ft. shear, foot operated. Can be old, but must be working. F. L. Greenway, 196 14th St. N.W., Atlanta, Ga. 30318. (404) 878-3257.

GOSS COMMUNITY OIL BATH with SC folder unit separate. Box 1712, Editor & Publisher.

MUELLER 227 INSERTER
Must see in operation.
Box 801, Editor & Publisher.

WANTED BY PUBLISHER: 2 or 3 unit Goss Community or Fairchild Newsking. Call (516) 588-6600.

VARISYSTEMS KEYBOARDS
MODEL 2000-3208/16
BOX 1174, EDITOR & PUBLISHER.

SHERIDAN 24P OR 48P
INSERTER
BOX 809, EDITOR & PUBLISHER.

SHERIDAN 72P INSERTER.
DESIRE TO SEE IN PRODUCTION.
BOX 1042, EDITOR & PUBLISHER.

GOSS COMMUNITY SC unit, SC folder and separate SC top former with connecting parts. Also need 4 clutches. (513) 435-5000.

IBM 1130 WITH 16K
FOR IMMEDIATE USE.
PHONE (312) 586-8800, ext. 391.

WE BUY AND SELL quality used Offset and Letterpress newspaper and commercial presses including auxiliary equipment such as:
Stereotype
Conveyors
Stackers
Tyers
Rewinders
Extra Folders
Roll Arms
Reels with pasters
Bundlers
If you are selling, send us your offerings. If you are buying, ask for our inventory listing.
UNIVERSAL PRINTING
EQUIPMENT CO., INC.
P.O. Box 455
Lyndhurst, New Jersey 07071
(201) 438-3744

GOSS COMMUNITY WITH S/C FOLDER, 4 TO 6 UNITS.
BOX 1346, EDITOR & PUBLISHER.

WE WANT TO BUY new or used coin newspaper racks. Must be sturdy with lock. Real Country News. P.O. Box 729, Leakey, Texas 78873. (512) 232-5203.

COTTRELL V-15 A's wanted by publisher, 1 or 2 units for add ons.
Call (213) 692-0328.

EQUIPMENT & SUPPLIES

WANTED TO BUY

NEED 1500 SERIES GOSS SUBURBAN
4 to 6 UNITS.
BOX 200, EDITOR & PUBLISHER.

STA-HI 251 OR 257
COUNTER STACKER.
BOX 804, EDITOR & PUBLISHER

LATE STYLE
COTTRELL V-22/25 AND 845
BOX 1714, EDITOR & PUBLISHER

INDUSTRY SERVICES

AD SALES TRAINING

PROVEN SALES TRAINING for newspaper representatives increases linage with present accounts, increases new contract sales and increases special promotion sales without robbing ROP. HUMANICS, 595 Forest, Suite 1-B, Plymouth, Mich. 48170. (313) 459-7777.

ADVERTISING PROMOTION

WARNING
"Operation Ice Breaker"
Sig pages-salutes to special events sponsored by various organizations such as 4-H and FFA, are excellent ICE BREAKERS for plus business!!! Public spirited firms whose advertising is limited take pride in saluting special weeks or special days . . . the price is right and it's not a long term affair. M.A.S. Missouri Inc. has 12 years of success with this type of promotion. You net your open rate and we do not call in your city or town. ALL PLUS BUSINESS. 300 newspapers now among our clients. We can serve a limited number of additional newspapers at this time. Call or write for full details on "Operation Ice Breaker" M.A.S. Mo., Inc., P.O. Box 660, Independence, Mo. 64052 (816) 254-2774 or 254-1959.

CIRCULATION CONSULTANTS

TWO AIDS for your circulation department! CIRCULATOR'S IDEA SERVICE has contests, sales and training tips, management and promotion ideas. CIRCULATION PROMOTION ART has original art for promotion campaigns, all ready for reproduction. Ask for details. Berkley-Small Inc., P. O. Box 6526, Mobile, Ala. 36606.

PROFESSIONALISM has made our company Number One in telephone and door-to-door circulation sales. Our management has over 25 years experience in helping all size newspapers increase circulation. Our personalized sales efforts build good will with your present readers in addition to adding new subscribers—AND all at a cost per order you can afford. For information and references on how we can help your Circulation Department, write or call collect:
MILNE CORPORATION
4111 Andover Rd., #114
Bloomfield Hills, Mich. 48013
Phone: (313) 642-0600

WE PRESENTLY CONDUCT telephone and door-to-door sales for 3 major East Coast newspapers. We are looking to expand throughout the U.S. If your circulation could use an increase, give us a call and let's talk it over. Call collect (215) 265-0350. American Newspaper Sales Inc., 580 Valley Forge Plaza, King of Prussia, Pa. 19406.

ENGINEERING & INSTALLATIONS

PRESS INSTALLATIONS, rigging, engineering modifications, rebuilding and removal. Single width to 4 plate wide. Bramble Professional Press Engineering, RT.2, Box 2285, McAllen, Texas 78501, (512) 682-7011.

DRAW YOUR OWN CONCLUSIONS

About the most effective medium in the newspaper field!
Place an E&P Classified and you'll get the picture!

Help Wanted...

ACADEMIC

ASSISTANT PROFESSOR, Journalism, starting September 1977. Temporary 1 year appointment, with opportunity for permanent appointment. Teach reporting, editing and mass communication theory courses. Media and teaching experience preferred. MA required, Ph.D. preferred. Salary commensurate with experience. Write R. H. Harris, Communication Dept., Utah State University, Logan, Utah 84322. Ph: (801) 752-4100, ext. 7656. An Equal Opportunity/Affirmative Action Employer.

WESTERN WASHINGTON STATE COLLEGE Journalism Department is seeking candidates for the 1977-78 school year at the assistant professor level. Courses include basic news writing and editing, mass media, and possibly advertising and research methods. Please send a resume with dates and references explaining press and teaching experience, education and degrees and any other pertinent background. Substantial press experience required. 9-month appointment beginning September. Salary commensurate with experience. Write to Journalism Department, Western Washington State College, Bellingham, Wash. 98225. Ph: (206) 676-3252. Deadline is August 6. Western Washington State College is an Equal Opportunity/Affirmative Action Employer.

JOURNALISM—Visiting assistant or associate professor for 9-month appointment with possible extension. Needed beginning September 14. Teach introductory media courses, reporting, editing and/or related professional courses. Salary range $14,500-16,000 depending on qualifications. PhD preferred, MA required. Some professional experience essential. Reply to Robert M. Ruggles, Chairman, Department of Journalism, P.O. Box 14, Florida A&M University, Tallahassee, Fla. 32307, or (904) 599-3718. Deadline August 19, 1977. An Equal Opportunity, Equal Access Institution.

ADMINISTRATIVE

YOU MUST LOVE the newspaper field and have a strong desire to progress to quality for this job. We need a working manager to help build four weeklies in advertising, editorial interest and circulation. This is a grassroots challenge and only those ready, willing and able to prove their ability should contact John Haines, El Dorado Times, El Dorado, Kans. 67042.(316) 321-1120.

OPERATIONS MANAGER needed for large chain of weekly newspapers in Zone 2. Position involves complete responsibility for scheduling, staff development, planning, budgeting and day to day operations of production department. Great opportunity for aggressive, team-oriented individual. Good company benefits. Reply Box 1323, Editor & Publisher.

BUSINESS MANAGER—Rochester, Minn., daily needs financial manager with hands-on experience in financial reporting, receivables, payables, collections, budgets and data processing. Send resume to James Booth, Daily Journal, 8 Dearborn Sq., Kankakee, Ill. 60901.

WORKING MANAGER—Strong right hand to assist owner in operation of printing plant and weekly newspapers. Must be strong in sales and management. Plant in Philadelphia, Pa. Write fully and state salary. Box 1330, Editor & Publisher.

CREDIT MANAGER

Challenging opportunity for a qualified, experienced newspaper credit manager. We are a metropolitan daily and Sunday newspaper in Zone 4 and the person we seek must have newspaper experience. We offer good pay, excellent benefits, opportunity for growth and ideal living conditions. Please state your qualifications, experience and salary history in a letter to Box 1376, Editor & Publisher.

HELP WANTED

ADMINISTRATIVE

WE'RE LOOKING for someone to manage 2 weekly newspapers in Eastern Idaho. Prefer someone willing to make small investment in return for option to buy portion of the newspapers from profits. Excellent opportunity in beautiful country for someone who's always wanted to be on his/her own. Send resume to Job Openings, c/o Standard-Journal Newspapers, Box 10, Rexburg, Idaho 83440.

OUTSTANDING OPPORTUNITY

We are searching for an enthusiastic, dedicated, hard working newsperson to fill the position of Managing Editor on our 3,500 circulation, 5-day daily, in East Central Tennesee. Responsibilities include supervision and direction of 4-person staff, including Editor. Opportunity exists for advancement at this newspaper, or others within our group. Educational background requirements are secondary to practical working experience and attitude. Starting salary commensurate with ability, but will exceed $10,000. Reply in confidence to Box 1310, Editor & Publisher.

GENERAL MANAGER for successful central Illinois daily with circulation of 23,000 in town of 37,000 to replace able management which is looking for a different challenge.

This paper is in a good market area and is housed in a modern building with advanced press equipment. The improvement plan started two years ago needs additional implementation by a newspaper person experienced in production, circulation, advertising and business.

All replies confidential. Please send your resume to Stanley B. Balbach, Box 189, Urbana, Illinois 61801 if you would like to be contacted concerning this opportunity.

ADVERTISING PRODUCTION

COMPOSITION DEPARTMENT MANAGER for large rapidly expanding 88-100 page 8-year-old weekly grossing over $700,000 in annual advertising sales. Located in Houston/Galveston suburban market. Includes design, Compugraphic composition, paste-up, production control, material control, camera, no press rooms. Looking for aggressive and dynamic full charge manager to help lead and participate in future growth. Send resume, salary history and requirements to THE EXCHANGE NEWS, 17311 El Camino Real, Houston, Texas 77058.

ARTISTS

ART DIRECTOR for cosmopolitan Sunday newspaper magazine. Conceive and assign art to staff and freelance photographers and artists, do layouts and supervise production. Name-on-the-masthead job. Salary range $15-20,000. Rush resume and published samples of work to Personnel Department. Detroit Free Press, Detroit, Mich. 48231.

ADVERTISING
ARTIST-LAYOUT AND COPY

The Evening Post-News & Courier of Charleston, S.C., has a staff opening for an experienced producer. Send complete resume to Carl W. Pollock, Advertising Director, P.O. Box 853, Charleston, S.C. 29402.

CIRCULATION

CIRCULATION MANAGER for fast-growing small daily in rapidly expanding market. Should know how to recruit, train and keep good carriers, keep receivables current and build circulation. Good salary and benefits. Zone 6. Box 1308, Editor & Publisher.

DIVISION MANAGER

Leading Midwestern metro daily and Sunday is looking for a results-oriented individual to join their circulation team.

This individual must be knowledgeable in all phases of carrier delivery and have the ability to generate results through a unionized organization.

Excellent salary and benefit package. If you are interested in learning more about this challenging and rewarding career, send us your resume describing your qualifications and salary requirements.

Box 1280, Editor & Publisher.

HELP WANTED

CIRCULATION

CIRCULATION MANAGER for under-5000 Ohio daily. Excellent position for present assistant manager. Send complete resume to Box 1342, Editor & Publisher.

CIRCULATION DIRECTOR for expanding 15,000 Zone 4 daily in growth area. Must be a professional, strong in organization and service. Top opportunity for No. 2 person in larger operation to have total responsibility. We need a worker. Salary negotiable, good benefits and quality family living, college, outdoor sports-oriented area. Box 1345, Editor & Publisher.

WORKING MANAGER for 9000 AM daily except Sunday. Must be promotion minded. Need more subscribers. Abe Kofman, Times-Star, 1516 Oak St., Alameda, Calif. 94501. (415) 523-1200.

CIRCULATION DIRECTOR

Ready to move up but no room at the top? A growth-oriented mid-size daily is looking for a dynamic individual that can plan, organize and implement well-coordinated programs.

Must be a "take-charge" person who is a good communicator and well versed in human relations.

We need fresh promotional ideas, training and motivational programs for the District Sales Managers and assistance in proper computer methodology. A challenging opportunity for the right person.

Excellent fringe benefits including Employee Stock Ownership. Located in Zone 2. Forward resume and desired salary to Box 1366, Editor & Publisher.

SMALL MIDWEST DAILY needs circulation manager who can add customers quickly. $15,000 to start. Excellent future. Part of group. Minimum 3 years experience. Must be highly ambitious, self-motivated, know all phases and be able to supply top references. Write Box 1185, Editor & Publisher.

CIRCULATION DIRECTOR

We need an energetic, goal-oriented person who can plan, organize, implement and manage effective promotion, sales, service and collection programs in growing Zone 4 market. The person we seek must be very strong in human relations and a team worker with successful and well-rounded circulation background. Position offers opportunity for personal and professional development. Achievement-oriented pay and excellent company paid benefits. If you want to learn more about this challenging and rewarding opportunity, send resume describing yourself, education, experience and salary requirements to Box 1211, Editor & Publisher.

ANYWHERE!!!—Small but popular bimonthly looking for circulators. Earn pin money, only couple hours time per month. Contact: NAMES, P.O. Box 153, Springfield, N.J. 07081.

CIRCULATION DIRECTOR to promote expansion of circulation for growing Manhattan weekly. Must have experience in paid circulation. Salary open. Contact Publisher, SOHO WEEKLY NEWS, (212) 431-3150, or send resume to 111 Spring St., New York, N.Y. 10012.

PUBLISHER'S REPRESENTATIVE

Boston's The Real Paper has an opening for an ambitious person to visit its distributors and retail outlets. Responsibilities include market expansion, order regulation and more. Send resume to the Circulation Department, The Real Paper, 929 Massachusetts Ave., Cambridge, Mass. 02139.

EXPERIENCED CIRCULATOR wanted as circulation manager for 3900 ABC 5-day daily. Prefer person with 2-3 years experience on larger paper desiring to move to smaller town. Write General Manager, Daily Independent, 308 Second St., Newport, Ark. 72112.

CIRCULATION MANAGERS needed for weekly and daily publications. Openings anticipated throughout U.S. Write for application blank. Consolidated Circulation Systems Inc., 4030 Nevada Ave. N., Minneapolis, Minn. 55427.

HELP WANTED

CIRCULATION PROMOTION

SALES, ZONE 5

We want an aggressive sales and promotion person. Extensive travel. Background should include experience in all phases of circulation promotion. This is an opportunity for self-starting professionals only. Send resume including references and salary history. Your reply will be kept confidential. Box 1305, Editor & Publisher.

COUNSELOR PROGRAM!
HAVE YOU OPERATED ONE?
CAN YOU RUN ONE?

We are a large morning and Sunday in Area 2 and would welcome the addition of a person or promotional organization who can successfully run this program. Box 1377, Editor & Publisher.

CLASSIFIED ADVERTISING

DON'T WAIT for ice, snow, slush—this sun country job's available now: Classified ad manager, fully experienced, needed by semi-weekly converting to daily immediately. News-Sun, P.O. Box 1779, Sun City, Ariz. 85351.

ENTERPRISING Classified Ad Manager on growing New Mexico daily. Good salary, commission, fringe benefits. Send resume to Box 1332, Editor & Publisher.

CLASSIFIED MANAGER, Zone 8, 20,000 daily. Progressive and successful classified department. Salary $250 weekly plus bonus, car allowance. Excellent opportunity for hard worker. Management experience required. Resume to Box 1302, Editor & Publisher.

CLASSIFIED AD MANAGER for growing Manhattan weekly. Salary open. Contact Publisher, SOHO WEEKLY NEWS, (212) 431-3150 or send resume to 111 Spring St., New York, N.Y. 10012.

PHONEROOM SALES MANAGER

We are seeking an experienced, sales-oriented classified phoneroom supervisor with excellent people skills and the ability and desire to motivate a sales staff of 23 in a highly competitive market. Previous classified telephone sales and supervisory experience is essential and experience with electronic copy processing is a plus.

We offer salary commensurate with experience and an opportunity to grow with one of the South's most progressive group-owned AM/PM operations.

If you're the person we're after, call or send a resume and letter in strict confidence to:

Gene Williams
Advertising Director
or
Dan Shaver
Personnel Director
The Knight Publishing Co.
600 S. Tryon St.
Charlotte, N.C. 28202

An Equal Opportunity Employer.

DISPLAY ADVERTISING

FASTEST GROWING 170,000 circulation semi-weekly in the South needs experienced classified and retail salesmen. Good salary and commission plan. Send resume to Rollie Hyde, President. The Observer, P.O. Box 2268, Ft. Worth, Texas 76101.

WORKING ADVERTISING MANAGER
FOR AGGRESSIVE PUBLICATION

Must be salesman first with ability to organize and be self motivated. Layout and promotion experience helpful. Send complete resume, experience, references and salary history to Box 1322, Editor & Publisher.

MOVE UP TO ADVERTISING MANAGER

Experienced salesman with at least three years experience in sales and layout who would like to move up to advertising manager. Now is the time to get moving. Send complete resume and salary requirements. Box 1315, Editor & Publisher.

ADVERTISING DIRECTOR with media experience and contacts for growing Manhattan weekly. Salary open. Contact Publisher, SOHO WEEKLY NEWS, (212) 431-3150 or send resume to 111 Spring St., New York, N.Y. 10012.

HELP WANTED

DISPLAY ADVERTISING

ADVERTISING SALES, Northshore, Long Island. Must be locally oriented. All work, no pay, heavenly rewards. Write Box 28X, Oyster Bay, N.Y. 11771.

RETAIL ADVERTISING MANAGER

Continued expansion has resulted in an excellent opportunity for a qualified person to take over our retail ad department. Our weekly newspaper is located in Zone 9. Current retail volume is well over $1 million and circulation is over 183,000 homes.

The compensation program is commensurate with the responsibility and includes salary, bonus, car allowance, profit sharing, etc. If you can successfully generate personal sales as well as manage and motivate an experienced staff, send your resume to Box 1288, Editor & Publisher.

SALESPERSON-MANAGER for metro New York City weekly. Must accept department responsibility. Space sales background a must. Excellent opportunity for right gal or guy. Will assume established clients, create new markets. Salary, commission, excellent benefits. Send resume, references to Box 1343, Editor & Publisher.

ADVERTISING DIRECTOR for progressive medium size daily in Zone 8. Must be effective leader with training and motivational skills to direct and establish goals for 20-person sales staff. The ideal candidate will have a working knowledge of newspaper audiences and market research to develop greater sales. You should be comfortable selling to key decision makers at the local, regional and national level. Salary negotiable plus excellent benefits. Resume and requirements in confidence to Box 1318, Editor & Publisher.

ADVERTISING SALESPERSON with potential for advancement for stable award-winning weekly newspapers and shopper in county seat university community in heart of lake resort area. Send resume to Don Bucknam, General Manager, Steuben Printing Co., P.O. Box 180, Angola, Ind. 46703.

SALES MANAGER

Expanding weekly group just far enough from New York City to be in country. Need creative and aggressive person with experience to provide spark for advertising and circulation. We are quality-oriented operation in highly competitive market, have made great strides, but now want to push further. Send resume and salary requirements to Box 1393, Editor & Publisher.

RETAIL ADVERTISING MANAGER. East's biggest, suburban, twice-weekly, 192,000. Must demonstrate strong chain and local retail sales ability. We're No. 1 in our huge market, and growth is at record pace. Display staff now number 20. Salary, override, growth bonus, etc. will provide $25,000+. Ideal situation for experienced profit producer. Norm Hirsch, Suffolk Life, Westhampton, N.Y. 11977.

ADVERTISING MANAGER

A 10,000 circulation Illinois daily seeks a good advertising manager to lead display and classified advertising department in a good growth market. Ability to plan, motivate staff and sell top accounts are key elements in this job. Salary commensurate with experience. Excellent benefits, family insurance plan, company paid drug plan, life insurance, retirement plan, profit sharing. Opportunity to advance in a fast growing newspaper group. Send complete employment and earning history and income requirements to Dave Smith, Canton Daily Ledger, 53 W. Elm St., Canton, Ill. 61520.

SALESPERSON to join aggressive classified sales team in Beloit, Wisc. Top pay for right person. Complete fringe benefit package. For further information phone Joe Craig, Beloit Daily News,(608) 365-8811.

AD MANAGER—Great challenge. Upgrading department. Handle full account load and run four-man—1 part time—department of 62 pages a week semi-weekly plus weekly in super clean modern town. Earn through $ 20,000 based on contribution, experience, etc. Details to John Tompkins, News-Leader, 401 N. Main St., Rochelle, Ill. 61068.

HELP WANTED

DISPLAY ADVERTISING

HAWAII—Ambitious advertising manager needed for well-established regional business magazine based in Honolulu. Must supervise one salesman and personally handle agency as well as direct accounts. Good salary, excellent bonus arrangement for right person. Write Kim Jacobsen, Publisher, Hawaii Business, P.O. Box 913, Honolulu, Hawaii 96808.

QUALITY ZONE 5 DAILY is looking for an ad sales representative to take a leading role on our retail staff. This vacancy is due to a promotion within our organization. We offer a salary plus commission, good benefits including profit sharing, and an excellent place to live. Send resume with compensation requirements in confidence to Box 1362, Editor & Publisher.

AD DIRECTOR

Zone 5 daily seeks an experienced advertising director who wants to move up. Must train a young staff as well as be able to conduct demographic studies and the development of sales presentations. If you're ready to move up in respect to a challenging position in top management, send complete resume and salary requirements to Box 1375, Editor & Publisher.

AD MANAGER—Established Zone 2 suburban weekly group seeks retail manager who can motivate and sell. Competitive market experience a must. Good benefits, salary plus bonus. Box 1398, Editor & Publisher.

ADVERTISING DIRECTOR

If you have experience as an Advertising Director and feel comfortable creating classified, national and retail revenues; then there is an opportunity for you in Madison, Wisconsin as Advertising Director.

You're to manage the complete advertising operation (some 75 strong people) from Dispatch through Creative Services, Sales (about 1200 contract advertisers) and our Promotion Department.

You'll supervise the operation of a Harris Electronic Copy Processing System and your product will be crisply printed on a 12-unit Goss Metro (ask for a sample of our color!).

Our Circulation Director (one of the best) will give you circulation of 114,394 combined daily and 122,019 Sunday. He's ready to help you explore zoning and TMC.

You'll be faced with an affluent, contemporary market (University of Wisconsin is located here) with lots of competition—print and broadcast—in the 16-county area we call home.

If you're excited by challenge and ready to bite off something worth chewing, consider moving to beautiful Madison, WI. Our schools are good, the air clean and the lakes refreshing.

Send us a letter of application including your educational, work and salary history; address it to the Personnel Manager, Madison Newspapers, Inc., P.O. Box 8056, Madison, WI. 53708.

Madison Newspapers, inc.

An Affirmative Action Employer

RETAIL ADVERTISING MANAGER

Sentinel Star Company, a leading Central Florida newspaper, is offering an excellent opportunity for an individual possessing 4 to 5 years of proven newspaper sales management experience.

The successful candidate must have the ability to effectively supervise a staff of seasoned and highly successful sales representatives in a progressive company. Planning and analytical skills are essential. Salary negotiable, plus bonus together with outstanding benefits.

Qualified candidates should send resume including salary history to Personnel Manager, Sentinel Star Company, P.O. Box 2833, Orlando, Fla. 32802.

HELP WANTED

EDITORIAL

EDITOR for semi-weekly newspaper coastal community in Southern California. Over 52 broadsheet pages weekly. Must be innovative, experienced with intense community interest and proven newsroom and management ability. Resume to P. O. Box 878, Encinitas, Calif. 92024.

MANAGING EDITOR—Zone 9 six-day 13,000 PM, direct staff of 16. Send salary requirements, resume to Box 1285, Editor & Publisher.

LAYOUT EDITOR with modular design skills, imagination, creativity and a genuine feel for what people want to read: to produce a Sunday feature section and key newspages for a 60,000 morning daily at the edge of the Rockies. Tearsheets of current work with application, please. Box 1344, Editor & Publisher. An Equal Opportunity Employer, M/F.

COPY EDITOR

Copy desk job on one of the country's outstanding morning metropolitan newspapers. Experience in editing and headwriting essential. Journalism graduate with minimum of 2 years experience preferred. Excellent salary and generous employee benefits. Box 1340, Editor & Publisher.

REPORTER for alternative weekly in western Massachusetts. Duties include community coverage and weekly column. 1 year experience minimum. Salary, health plan. Send resume and clips to Executive Editor, Valley Advocate, Box 851, Amherst, Mass. 01002.

MANAGING EDITOR for Philadelphia business newsweekly. Must have experience in magazine layout, editing, reporting. Unique opportunity for hard worker. Clips, resume to Box 1316, Editor & Publisher.

PUBLISHER FOR MINNESOTA WEEKLY NEWSPAPER, CIRCULATION 4300. BOX 1267, EDITOR & PUBLISHER.

SMALL TOWN prize-winning daily wants food writer. Must be good cook, good writer, good interviewer and consumer conscious. Box 1142, Editor & Publisher.

COPY EDITOR

The San Juan Star, Puerto Rico's English language newspaper, is seeking an experienced copy editor with a talent for eye-catching layouts. This is an excellent opportunity for a bright and ambitious journalist. Please send your resume, including references and salary requirements, to: Managing Editor, The San Juan Star, GPO Box 4187, San Juan, P.R. 00936.

COMBO SPORTS-GENERAL ASSIGNMENT reporter. Job opens late August. Publisher, Northern Wyoming DAILY NEWS, Worland, Wyo. 82401.

CITY HALL REPORTER—Award-winning, progressive 18,000 morning daily in Zone 7 seeks a city hall reporter. Latest in electronic newsroom equipment. Top pay and excellent fringes. Close to mountains and other outdoor recreational facilities. Young, talented staff. Box 1325, Editor & Publisher.

RARE JOURNALISTIC OPPORTUNITY

Well-established, large (over 50,000) alternative newspaper, one of several in group, seeks imaginative, capable editor to direct staff and contributors. Strong committment to new directions in journalism, firm grasp on fundamentals of the craft, maturity, perspective and humor required. If you're good, possibly bored in your job now and want to achieve something in journalism, this may be the chance for you. Immediate opening. Salary, company paid health, excellent working conditions. Box 1328, Editor & Publisher.

EDITOR

Challenging position with monthly news magazine for physicians-in-training. We are seeking an experienced editor with a Masters Degree in Journalism or the equivalent, a minimum of 5 years in editing and writing, strong administrative skills, and familiarity with issues in medicine and health care. We offer a competitive starting salary and generous benefits. Send resume to:

THE NEW PHYSICIAN

Journal of the American Medical Student Assn., 1171 Tower Rd., Schaumberg, Ill. 60195.

HELP WANTED

EDITORIAL

THE LA CROSSE TRIBUNE, a 35,000 daily in one of America's finest small cities, has openings for:

OPINION PAGE EDITOR

The person we seek must be a knowledgeable journalist of proven writing ability, able to produce a thoughtful, balanced edit page that is, like the rest of our paper, community-oriented. Experience covering government at local and state levels is a prerequisite.

COPY EDITOR

We want a minimum of 3 years solid, daily copy editing; a professional performance in editing, headlines, pix usage and layout; plus the news judgment to work our slot at least twice a week.

Send resume, appropriate samples, references and salary requirements to Robert S. Gallagher, Editor, La Crosse Tribune, 401 N. Third St., La Crosse, Wisc. 54601.

WEEKEND NEWS EDITOR needed for progressive and sharp 40,000 Zone 5 daily. Editor must be experienced in copy editing and be able to produce snappy layouts. Direct 4-person copy desk and reporters. Excellent pay and benefits. Send resume and samples of layout work to Box 1333, Editor & Publisher.

EDITOR

Worldwide agricultural trade publisher seeking experienced journalist. Business writing and camera experience required. Agricultural background helpful. Start as field feature editor on poultry and related magazines with full editorship later. Travel two weeks a month in South out of Alabama branch office. Attractive salary and benefits. Send resume with job and salary history in confidence. Personnel Manager, Watt Publishing Co., Mt. Morris, Ill. 61054.

OPENING NOW for talented reporter-writer, 2-3 years experience, ready to step up to metropolitan regional newspaper covering dynamic news core Area 5. Good pay, benefits. Young, hardworking staff. On-line VDTs. Box 1365, Editor & Publisher.

EDITOR
65,000 DAILY

We seek an editor with a record of accomplishment as an administrator, supervisor and newsman to direct the editorial staff of the Decatur (Ill.) Herald and Review. Ability to develop and administer competing local news policies is essential. Send complete resume in confidence to: Keith L. Stewart, Lindsay-Schaub Newpapers, P.O. Box 789, Decatur, Ill. 62525.

NEWS REPORTER/PHOTOGRAPHER wanted for weekly, permanent, advancement. Send resume and salary requirements to Joel Remaley, Publisher, Hobart Gazette, 607 E. Third St., Hobart, Ind. 46342.

NEWS EDITOR on way up, able both to take guidance and to lead very capable staff to even better newspaper. Trends, Butler, N.J. 07405.

EDITOR

Managing editor for national financial magazine. Must be able to polish, rewrite copy to conform with book's high style; must have strong journalistic experience; coordinate editorial, art and production; ability to maintain a strong team of freelancers and coordinate with in-house staff; reasonable knowledge of finance and Wall Street; must be conversant with top writers in the field. Must be aggressive and take-charge person. High salary commensurate with experience. All replies confidential. Box 1390, Editor & Publisher.

JOB OPENING SEPTEMBER 1. Growing 5-day, top notch daily seeks sports editor/general reporter. Must be strong in prep sports coverage and handle camera. Opportunity for advancement for sharp, intelligent worker. Send resume to Jack Spence, P.O. Box 910, Jennings. La. 70546.

OVERNIGHT REWRITE OPENING, metro region PM in heavily populated, diverse 2-state sector Area 5. Reporting, writing, editing experience, general and sports. 10 PM to 6 AM. Excellent pay, benefits. On-line VDTs. Box 1358, Editor & Publisher.

HELP WANTED

EDITORIAL

COPY EDITOR for major Carolina daily. Editing, headline writing and layout experience required. Send resume to Box 1350, Editor & Publisher.

EDITOR

Major Syndicate requires editor. Syndicate or newspaper feature background preferable. Must be creative and able to develop and direct talent. Knowledge of promotion advantageous. Rewrite experience essential. Unique and interesting position; pleasant working conditions, good benefits and attractive salary. Send resume and salary requirements to Box 1353, Editor & Publisher.

SKILLED GENERAL ASSIGNMENT reporter for growing 23,000 daily in beautiful Hudson River Valley. Must be experienced and available immediately. $200 a week to start. Respond with letter and resume to Wade Burkhart, City Editor, The Daily Freeman, 79 Hurley Ave., Kingston, N.Y. 12401.

HAWAII—Honolulu-based monthly business magazine, in its 24th year of publishing, needs proven feature writer. Applicants should have at least 2 years solid business news and feature writing experience and be willing to relocate at own expense to Hawaii. Starting salary $15-18,000, depending on qualifications. If interested in joining an expanding regional publication, send resume, work samples and salary history to Kim Jacobsen, Publisher, Hawaii Business, P.O. Box 913, Honolulu, Hawaii 96808.

IMMEDIATE OPENING

Copy editor to help growing 17,000 daily in Zone 7 continue as one of the best of its size anywhere. Will be member of 3-person desk responsible for editing and layout of local and wire news. Experience preferred, VDT training helpful (we're fully electronic). Excellent pay, top fringes. Send resume, writing and layout samples, salary requirement to Box 1360, Editor & Publisher.

FREELANCE

DISCOVER NEW WRITING MARKETS. Profit from our exclusive assignment listings. Trial 6 issues, $5. "Freelancer's Newsletter," 15EP Wynkoop (P.O. Box 128), Rhinebeck, N.Y. 12572.

TRADE PUBLICATION seeks 2 freelance news correspondents: Atlanta and Detroit. News stories, feature articles, photos. Pays 5¢ a word, $5 per photo. Box 1320, Editor & Publisher.

GRAPHICS

GRAPHICS DESIGNER who can develop layouts, charts for major California daily. Prior newspaper experience essential. Submit resume, samples. An Equal Opportunity Employer. Box 1277, Editor & Publisher.

LIBRARIANS

MAJOR METROPOLITAN DAILY (Zone 9) has opening for a library staffer with a minimum of 5 years experience on a daily. Supervisory experience/ability a must. Reference and research larger part of the job. VDT familiarity a plus. Excellent opportunity for advancement. Send resume and salary history and requirements to Box 1314, Editor & Publisher.

MAILROOM

MAILROOM FOREMAN, combination newspaper and commercial. 5 days, Monday to Friday. Must be experienced with Cheshire mailing equipment. Must have working experience with ITU. Excellent salary and benefits. Replies confidential. Send resume including references and salary requirements to Box 1290, Editor & Publisher.

MAILROOM SUPERVISOR—If you are oriented in new distribution technology, a people motivator, and have the ability to innovate, there's an opportunity for you, with this medium-size daily in Zone 9. Must be proficient with vacuum operated inserters, counter-stackers, etc. Excellent benefits commensurate with your ability. ITU bargaining unit. Box 1242, Editor & Publisher.

HELP WANTED

MARKETING

HELP WANTED

MARKETING

MARKETING RESEARCH

The Call-Chronicle Newspapers of Allentown, PA—a morning/evening/Sunday combination with 124,000 circulation daily and 150,000 Sunday—is interviewing candidates for a marketing research/promotion position.

This is a new management position with resonsibility in two major areas:

1) Corporate and departmental product promotion and
2) all market and readership research.

Candidates should have a B.S. degree and 2-3 years successful marketing or related experience. This is an excellent career opportunity with a dynamic company seeking to broaden its marketing efforts. If interested, please submit complete resume in confidence to:

Personnel Director
Call-Chronicle Newspapers
Allentown, PA 18105

PRESSROOM

PRESS MAINTENENCE MECHANIC

Will install, service, maintain, and repair press, stereo, mailroom and photo engraving equipment. Prefer experience or similar adaptable mechanical skills. Some electrical background helpful.

Excellent salary and solid benefit package. The Record, 150, River St., Hackensack, N.J. 07602, (201) 646-4227. An Equal Opportunity Employer, M/F.

PRESS OPERATOR

We are looking for an experienced press operator to work a swing shift including some weeks on both days and nights. Must be able to maintain and operate letterpress printing presses and platemaking equipment (NAPP) as well as production camera and processor. We prefer someone with supervisory experience, strong leadership skills and the ability to work well with others. Excellent wages and fringe benefits with an outstanding daily newspaper. Opportunity for advancement. To apply, send a letter of application to Box 1312, Editor & Publisher. An Equal Opportunity Employer, M/F.

PRESS MAINTENANCE FOREMAN

Tabloid daily newspaper in Puerto Rico with average run of 180,000 copies needs working foreman for maintenance of a 12 unit Goss Urbanite with 2 folders and 8 Butler Automatic Pasters. Must have good track record of performance with this equipment. Good pay plus fringe benefits. Relocation expenses. Inquiries will be kept confidential. Send resume to Gaspar Roca, Publisher, El Vocero de Puerto Rico Inc., P.O. Box 3831, Old San Juan, Puerto Rico 00904.

PRESS-STEREO FOREMAN

A Zone 5, 33,000 circulation PM daily has an immediate opening for a press-stereo foreman. We are a 6-day publication using a Scott 3 unit press with color cylinder. We seek an individual with good mechanical, camera and supervisory experience. In return, we offer liberal benefits and salary commensurate with experience. If interested, reply to Box 1402, Editor & Publisher.

HAWAII
Pressman

Needed for 6-unit Goss Urbanite. Must be quality conscious, willing to work hard, and capable of eventually moving into supervisory position. Camera experience helpful but not necessary. Excellent opportunity for advancement within progressive organization. Contact Ken Berry or Dennis Heupel, Sun Press Newspapers, 46-016 Alaloa St., Kaneohe, Hi. 96744.

PRESSROOM

OFFSET PRESSMAN—Eperienced web pressman needed by newspaper printer—run Goss Community and Goss Suburban presses. Night work—good pay—good benefits—40 hour week—Zone 2. Call Sid Simon, (215) 365-1155 or write Bartash Publications Inc., 7272 Woodland Ave., Philadelphia, Pa. 19142.

PRESSROOM SUPERINTENDENT—Southern California plant, 8 unit Urbanite with balloon former, 2 folders and 3 unit Color King. Above average salary, bonus, profit sharing, hospitalization and life insurance. Send complete resume to: Bulletin Publishing Co., 8808 National Ave., South Gate, Calif. 90280. Attn: Mr. H. Paradis.

PRODUCTION

COMPOSITION DEPARTMENT MANAGER for large rapidly expanding 88-100 page 8-year-old weekly grossing over $700,000 in annual advertising sales. Located in Houston/Galveston suburban market. Includes design, Compugraphic composition, paste-up, production control, material control, camera, no press rooms. Looking for aggressive and dynamic full charge manager to help lead and participate in future growth. Send resume, salary history and requirements to THE EXCHANGE NEWS, 17311 El Camino Real, Houston, Texas 77058.

COMPOSING ROOM FOREMAN

Mature but imaginative supervisor needed for progressive composing room in Zone 8. Must be effective leader, quality- and productivity-oriented. Computerized typesetting experience preferred. Send resume (must include earnings) to Box 1232, Editor & Publisher.

COMPOSING ROOM GENERAL FOREMAN—We are seeking an innovative, enlightened person to supervise a computer-photo comp department in a medium size daily, Zone 9. Must have working knowledge of FDP markup using terminals, CRT phototypesetters and camera/stripping procedures. Labor relations in an ITU environment essential. Benefits commensurate with experience. Box 1244, Editor & Publisher.

PRODUCTION MANAGER for university daily—Monday through Friday AM. Cold type, Hendrix VDTs, Compugraphic phototypesetters. Must have college degree. Contact Bill Brown, Student Publications, Kedzie Hall, Kansas State University, Manhattan, Kans. 66506.

PUBLIC INFORMATION

INFORMATION TECHNICIAN—(Nonfaculty status). State University in metropolitan Washington area seeks Information Specialist for public relations office. Print/broadcast background necessary. Degree plus two years experience required. Salary $9,600. Application deadline August 15, 1977. Send resumes to Personnel Office, George Mason University, 4400 University Drive, Fairfax, Virginia 22030. An Equal Opportunity, Affirmative Action Employer.

HELP WANTED

PUBLIC RELATIONS

WRITER—NEW YORK CITY

Some layout and production experience. Take charge in-house publication, etc. Photographic capability a plus. Subsequent PR promotion and marketing opportunity unlimited in major operation. All facts first letter please. Box 1370, Editor & Publisher.

SALES REPS

SALESMAN for newspaper material handling equipment for Zone 5. Prefer mechanical background. Nolan-Jampol Inc., Box 591, Rome, N.Y. 13440.

Positions Wanted . . .

ADMINISTRATIVE

GENERAL MANAGER/ ad manager/publisher now available for building weekly or multi-weekly. Increased sales 300% last job. Can invest. (304) 344-3919.

GENERAL MANAGEMENT

More than 10 years experience with 100,000 plus AM/PM, Sunday newspapers. Major emphasis in all aspects of personnel relations, labor negotiations, corporate planning, management by objectives, public and community relations. Working knowledge of budgets and cost control. Familiar with editorial, production, advertising and circulation functions. Ivy League degree with specialty courses from time to time. Looking for position at vice-presidential level. Relocation or travel is no problem. Box 1357, Editor & Publisher.

POSTAL AFFAIRS/OFFICE MANAGER—20 years experience with daily/weekly. Excellent contacts U.S./Canada. Problem solver and analytical thinker. Seek challenging top management position $30,000+. Limited cash but willing to buy in newspaper. Prefer Zones 1-5, 8 and 9. Box 1361, Editor & Publisher.

MANAGER, 35, available for weekly or small daily. Shirtsleeve type, college. Strong ad, news, production, job shop background. Wife available if needed. Any Zone. James Hunt, 102 W. Finley, Apt. 316, Ottumwa, Iowa 52501. Ph: (515) 682-3920.

GENERAL MANAGER top ad sales in stiff market, degreed, 30, strong in photography, editorial, production, community affairs seeks solid career opportunity. Box 1367, Editor & Publisher.

GOAL-ORIENTED ad pro with excellent editorial and management skills seeks career position. BS Journalism plus daily experience. Box 1349, Editor & Publisher.

SALES MANAGER, offset/VDT 20,000 daily, desires opportunity as Ad Director or General Manager. Hardworking, community-minded. Customer, sales and profit minded. A record of reaching goals. 14 years retailing and 12 years advertising sales management. Business/marketing degree. Prefer Zones 3, 4, 5. Box 1379, Editor & Publisher.

MANAGEMENT POSITION—19 years experience all departments including general manager/publisher, ad director. Family man, 30s. Box 1382, Editor & Publisher.

COMPUTER TECHNOLOGY

DATA PROCESSING MANAGER and/or Programmer with BS Math seeks position. Experience small and medium newspapers both production and business systems. All responses will be answered. Box 1292, Editor & Publisher.

DISPLAY ADVERTISING

ADVERTISING SALES representative. For publication interested in banking and supplier industries. Know the markets; know the people. Frank B. Trexler, 1812 Beech Ave., Philadelphia, Pa. 19126. Ph: (215) 635-7050.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

DISPLAY ADVERTISING

ADVERTISING SALES northwest Ohio or Michigan, young experienced salesman, 3 years college. Currently employed 14,000 daily. Box 1254, Editor & Publisher.

FORMER AD MANAGER presently employed as Business Systems Analyst seeks position as working manager on weekly. Minimum starting salary and/or commission potential $20,000. Box 1334, Editor & Publisher.

FLORIDA DAILY AD DIRECTOR
with proven record seeks change.
Box 1368, Editor & Publisher.

EDITORIAL

DO YOU NEED a 38-year-old newsman with 18 years of experience (the past 8 in management) and top references? As managing editor of a 60,000 daily for 5 years, I've driven hard on news that is useful to readers. I've guided conversions—with no loss of quality or deadline time—to 6-column format, cold type and all—CRT newsroom. My family and I want to leave the South. Health perfect. Salary negotiable. Will consider management or middle management position. Zone 6 preferred. Box 1404, Editor & Publisher.

EDITOR—16 years experience all phases of newspaper management. Emphasis on local news and staff direction. Family man with excellent references. Box 1399, Editor & Publisher.

SPORTS EDITOR and columnist seeks position on medium size daily. Experienced. Box 761, Editor & Publisher.

SHARP YOUNG sports and entertainment writer willing to become an asset in either department. Knowledgeable and versatile in both fields and ready to prove it. If you want straight reporting, reviews, exceptional interviews, copy editing, layout, check me out. Box 1236, Editor & Publisher.

RENAISSANCE WOMAN, award-winning recent J-school honors grad, seeks position in New England or upstate Pennsylvania. 4 years daily and weekly experience in reporting, photography, editing, layout, copy desk.Box 1237, Editor & Publisher.

SPORTSWRITER, who enjoys working desk, seeks to join talented staff which covers colleges in North Carolina or Virginia. Qualifications: married, 6 years experience, lively writing style, organizational ability, ambition to improve. Box 1235, Editor & Publisher.

EXPERIENCED EDUCATION WRITER seeks position on San Francisco Bay Area publication. Box 1256, Editor & Publisher.

HUSBAND-WIFE journalists in late 20s experienced with all types of reporting, layout and photography seek positions on Zone 3 or 4 dailies. Box 1264, Editor & Publisher.

SKILLED WRITER: Woman with 2 years PR work in energy, economics wants back to newspapers; also 1 year freelance; 3 years daily newspaper covering politics, schools, environment. Clean, accurate prose. Strong features. Box 1231, Editor & Publisher.

LAWYER-JOURNALIST offers exceptional effort and competence to professional news staff. Will report or edit for medium to large daily, magazine or news service. Experience: newspapers, magazine, university faculties, Capitol Hill, law office, court, military news office. Education: Masters in Journalism, Law degree. Reasonable salary requirement. Any Zone. Box 1271, Editor & Publisher.

WRITING-TYPE copy editor seeks reporting or combination job on good but reasonably liberal paper. Can write an English sentence. Also do makeup, layout, photography, VDT or scanner. JRC, 405 Broadway, Cincinnati, Ohio 45202.

NEWS EDITOR seeks general reporting entry-level position on daily. Young, J-school grad. Have clips. Will travel. City or university town preferred. Box 1291, Editor & Publisher.

EDITORIAL

EXPERIENCED EDITOR, REPORTER seeks spot with mid-sized or metro daily with career potential. VDT trained. Strong news sense. Hard worker. Call Joe Junod, (914) 738-2593 or write 1030 Pelhamdale Ave., Pelham, N.Y. 10803.

CHIEF WRITER and associate editor rewrite. 10 years experience. Seeking position with broadcast or print media. Box 1329, Editor & Publisher.

WRITER/EDITOR/COMMENTATOR, MSJ (Medill '63), family man, seeks opportunity with organization that rewards ability, tolerates differences, rejects yesmanship. Box 1336, Editor & Publisher.

REPORTER, 26, very aggressive, seeks political/general assignment beat on top small or medium daily on East or West Coast. Has done it all as news editor for small twice-weekly paper. Yale MA, MIT BS. Douglas Levene, 469 Brookline St., Newton, Mass. 02159. (617) 332-6604.

BLUE-CHIP REPORTER, top feature writer/editor on small daily seeks metro position. Married, 31, MS Journalism. Box 1304, Editor & Publisher.

SCIENCE/ENERGY reporter seeks writing or editing job. 5 years as associate editor of international news magazine. BS degree (physics/English), grad studies in journalism. SDX. Will consider general reporting spot with science news potential. Able to travel, relocate. SBP, Box 1691, Des Plaines, Ill. 60018.

REPORTER/EDITOR, 26, wants back into daily journalism. With Zone 5 suburban weekly for 2 years. Previously education reporter at 44,000 PM daily for 1 year. Recent SDX award for editorial writing. Supervisory experience. Know OCR. Willing to relocate. Strong in hard news and features. Specialty: energy. Box 1331, Editor & Publisher.

EXPERIENCED SPORTS EDITOR seeks similar position on small PM daily. Will work 3 weeks at no cost to employer to prove capabilities. MA fellowship winner. Good writer. Please write Wes Dumont, 336 North Main, Kingman, Kansas 67068.

YOUNG MOTIVATED JOURNALIST seeks reporting position any location. Creative writer that can do it all: sports, trends, features, photography. Some daily experience. Scott Armstrong, Cathance Lake, Grove P.O., Maine 04638. (207) 454-7708.

BOSTON STRINGER for National Observer (RIP) available to cover city and/or region. Would also relocate for right job. Box 1372, Editor & Publisher.

AWARD-WINNING sports editor and daily columnist with 20 years experience at one newspaper will give you 20 more for a decent salary. Prefer writing job. If I can't do it, nobody can. Box 1356, Editor & Publisher.

SECTIONS EDITOR with flair for makeup seeks spot on Sunday or special section of Zone 1 or 2 daily using VDTs. Box 1371, Editor & Publisher.

LEADING BUSINESS EDITOR available. Former UPI reporter and founding editor of successful Sunbelt business tab and statewide business magazine seeks new challenge with major daily or national magazine. Age 32. Resume on request. Box 1351, Editor & Publisher.

FEATURE WRITER/EDITOR, specialty the arts, personalities, reviews, seeks slot any Zone. G. Smith, 406 Wilder Pl., Ann Arbor, Mich. 48103. (313) 994-4362.

VERSATILE NEWSMAN seeks challenging job on daily in need of bright, experienced reporter-photographer or deskman. Know VDT, scanner, layout, photo and darkroom. Any Zone. Box 1354, Editor & Publisher.

I'M LOOKING for harder work and more challenges. Chicago suburban weekly editor seeks reporting or desk job on top quality daily. Good writer, good thinker. Box 1383, Editor & Publisher.

PERFECTIONIST SLOTMAN, good teacher of young copy editors. Box 1392, Editor & Publisher.

EDITORIAL

VDT EDITOR skilled in computer editing and layout looking for northeast daily with plans for pagination. Box 1359, Editor & Publisher.

ASSERTIVE NEWSWOMAN with 13 years experience seeks challenge on large daily in reporting or editing job. Resume, clips available on request. Ready to relocate. Box 1374, Editor & Publisher.

BEGINNING REPORTER, 23, BA (International Relations), part-time editorialist on suburban daily, full-time weekly, photographic potential. Canadian. Seek firmly guided introduction to daily general reporting. Box 1396, Editor & Publisher.

NEIGHBORHOOD NEWS—It's people-oriented; it's what readers want and I've got the years of experience in it that you need. Ready to move up from medium-sized town. Box 1384, Editor & Publisher.

WRITER, 8 years wire service, including 5 years state sports editor, and 6 years papers, seeks sports or news post Ohio or neighboring states. Box 1381, Editor & Publisher.

BLACKOUT!—as far as jobs are concerned. New York University graduate has ability, a way with words but little experience. I have a BA in journalism. I need an entry level position and some new shoes. Send relief to J. Abugel, 11 Alice Court, Lynbrook, N.Y. 11563, or call (516) 599-7508.

HELLO FLORIDA—Bright, enthusiastic entertainment writer is dying to call Sunshine State home. Young, dynamic, experienced; can report and review cinema, theater, concerts, albums, books from every angle. Exceptionally fine interviewer; guaranteed to raise your readership. You'll never regret writing to Box 1385, Editor & Publisher.

JOURNALIST—25 years newspaper and wire service experience wants permanent job on daily as copy editor or writing features, human interest stories or women's news. Box 1391, Editor & Publisher.

SPORTSWRITER looking for a good opportunity. Veteran of 6 years with award-winning staff, has had prep and college scenes. Writes quickly and clearly without being cliche-ridden. Box 1386, Editor & Publisher.

FEATURE WRITER, 32, has charisma, bounteous style, good PR and the vitality to develop a fresh approach, sharpened by 6 years precision as writer/editor in real estate, fashion, entertainment, business, lifestyles for tabloids and metro PM daily. Seek growth, minimal supervision with creative publication. Box 1394, Editor & Publisher.

TOP NOTCH weekly editor wants to make jump to daily reporting. Heavy government investigating and interviewing experience. 24 and eager to succeed. Hard working. Box 1387, Editor & Publisher.

FREELANCE

WASHINGTON, D.C. STRINGER.
ESTABLISHED PRO.
BOX 31, COLLEGE PARK, MD. 20740.

ALASKA STRINGER
an established professional
skilled in writing and photography
BEAR: Box 4-1301
Anchorage, Alaska 99509
(907) 272-4063

PHOTOJOURNALISM

YOUNG, HARDWORKING photographer with art background seeks publication that takes pride in the quality of its photography. Portfolio tells all. Any Zone. Ed Wolkis, 12 Faye Ct., Plainview, N.Y. 11803.

CHIEF PHOTOGRAPHER with 8 years experience seeks a new challenge on a photo-oriented newspaper. Have diverse experience in all areas of newsphotography. Also background in commercial photography. Resume, portfolio and references available. Box 1324, Editor & Publisher.

PRESSROOM

OFFSET PRESS FOREMAN, 23 years press experience. Supervise over plate and camera room. Do own ordering and inventory. Member of IPGCU. Resume on request. Box 1364, Editor & Publisher.

PRODUCTION

OFFICE MANAGER on weekly paper seeks similar position with small suburban daily. Ad and page layout, pasteup, classified, photography, typesetting. Zone 9 or Hawaii. Box 1352, Editor & Publisher.

PUBLIC INFORMATION

HELP GET ME OUT OF CLEVELAND! Creative publicity and communications pro with experience as public information director, magazine editor, advertising executive and teaching associate wants to get out of the pollution and into the sun. Looking for an interesting position to display unique publicity talents. Resume, references and additional information upon request. Box 1338, Editor & Publisher.

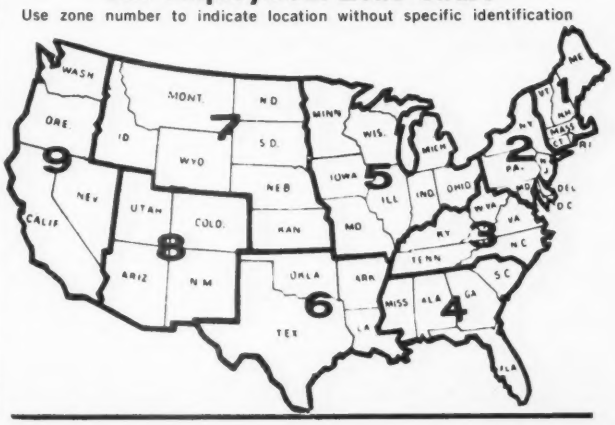
PUBLIC RELATIONS

PERSON IN FASHION PR with Journalism experience wishes to join PR firm or newspaper in Southern California. Box 1261, Editor & Publisher.

24-YEAR-OLD reporter-photographer, experienced on suburban weeklies, seeks PR position. Box 1378, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Shop Talk at Thirty

By Robert U. Brown

Ads by professionals

An E&P editorial last week asserted it may be some time before newspapers receive a large volume of advertising from lawyers. However, the Supreme Court decision lifting the ban on such advertising may be responsible soon for some advertising linage from practitioners in many professions licensed by the state.

It is astounding how many professionals are prohibited from advertising, or restricted in that practice, by state law or bureaucratic regulation.

In Massachusetts, the attorney general's office has said 11 state registration boards should permit licensed professionals practicing in the state to advertise "routine services."

Professionals affected in that state would be dentists, psychologists, public accountants, funeral directors and embalmers, architects, pharmacists, optometrists, barbers, podiatrists, chiropractors and electrologists.

In New York State the Board of Regents expects to adopt new regulations to permit professionals to advertising. There are 29 professions in New York for which advertising is banned or regulated and they include those named in Massachusetts plus many others, such as: nurses, engineers, occupational therapists, dental hygenists, social workers, shorthand reporters and practitioners of acupuncture.

When you start listing all of them back-to-back it makes one wonder why it took so long for a member of one of these professions to ask the Supreme Court to declare the ad prohibitions and restrictions in violation of their First Amendment rights.

* * *

Even with all this new-found ad freedom, we do not expect to see a revival of the ads for medical nostrums. Among our souvenirs is a newspaper page containing a testimonial ad for a medicine that would cure everything from cancer to flat feet containing the picture, name and address of man being quoted. On the same page was an obituary—same name, same address, same man.

Nor do we expect to see ads like the following historical item from a small paper in the West Indies. A funeral director with a macabre sense of humor placed this ad under the heading: "Greetings to Dear Friends."

"Our usual Xmas gift is once more open to you. Caskets of all classes A B and C can be obtained at reasonable prices from the Anglo American Funeral Agency, 73 Melville Street, St. George's and not to mention the influx of ornaments and Tombstones to be laid at the grave of your departed ones.

"Also specialise in Embalming and all classes of Caskets, Canadian and American Designs also Monuments and statues.

"We now take this opportunity to loan One free Coffin to any Relative of the departed ones buried by Anglo American Funeral Agency Co. Bills must be presented by the departed ones burried by the above name Company not later than 6 a.m. on the 25th, December 1961. Also all Caskets purchased 20% discount will be given from 26th, December 1961 to 31st December 1961. We are now in a position to offer the new designs.

"Anyone purchasing one of the new design Caskets will be given One Case Whisky free. Don't be prejudiced you can purchase your coffin before death, come in and select. We are at your service Day and Night.

"We also offer you Oak Caskets with glass face also Steel Casket for burying at sea.

"We can also supply Hymns for all Religions, who pay for them will have them; also Last Rite Sets, canned juices and best Burgess Bateries for Radios Flashlights and Satellite from U.S.A.

"Also pocket Radio Batteries.

"We now take this opportunity to wish everyone a Merry Christmas and a Brilliant 1962.

"Oh God our help in Ages past.

"Our Hope for years to come.

"Family Guest House can also be obtained within."

Two ad execs named trustees

William Bernbach, chairman of the executive committee of Doyle Dane Bernbach, Inc. and Arthur Keylor, group vicepresident of Time, Inc. have accepted posts as trustees of the American Association of Advertising Agencies' Educational Foundation.

The 4 A's Educational Foundation has awarded almost $1 million in research grants in the 10 years since its founding for academic research into the advertising and marketing process.

Scannell joins rep

Bruce J. Scannell, previously regional manager for the Southern California Automobile Association, has joined Scott, Marshall and Sands Inc. as a salesman in their Los Angeles office. The firm is Editor & Publisher's ad representative on the West Coast.

Illinois weeklies form a group

Seven weekly newspaper publishers in Dupage county Illinois have formed the DuPage County Publishers Association.

The new, not-for-profit corporation is composed of owners, publishers and managers of DuPage County newspapers.

The group's purpose, according to its president, D. J. Winter, co-publisher of the *Downers Grove Reporter* newspapers, is to exchange information of mutual interest, discuss common problems and act as a unified group when possible.

Founding members include: Melvin Cruger, vicepresident, Elmhurst Press Publications; William Treudt, *West Chicago Press;* Peter Teschner, *Hindsdale Doings;* Ed MacKay, McKay Publications, Lombard, Ill.; Harold and Eva White, *Naperville Sun;* and Lloyd Weston, *Addison Leader.*

Other papers in the area will be asked to join in the future.

Ad Bureau pitches Allegheny airlines

The Newspaper Advertising Bureau has made a pitch to Allegheny in hopes of getting the airline company to increase the size of its newspaper ads from the present 900-line units.

Chairman of the board of Allegheny is Henry A. Satterwhite, publisher of daily newspapers in Pennsylvania, Indiana and New York.

The bureau, in its presentation to Allegheny execs, attempted to convince officials that while small space ads can be effective in some instances, the airline company might be better met by using larger ads.

Allegheny, in an attempt to get more passengers on board through image advertising, has been running 900-line ads every other week.

Among the bureau recommendations were that the frequency and size of the ads be increased and that some color possibly be used.

Sunday newspaper

The *Toronto Star* will start publishing a Sunday paper on October 16. The Sunday newspaper will include a new weekly color magazine on urban lifestyle as it is lived in Toronto. The Saturday edition will continue to provide weekend information package of news, the *Star Week TV* and entertainment guide, and home, leisure and travel information. The Sunday paper will be available through home delivery and street sales early Sunday morning. Delivery of the Saturday paper also will be advanced.

A Public Service of This Magazine
& The Advertising Council.

Ad Council

"Business must ensure the well-being of educational institutions upon which its own vitality depends."

Clifton C. Garvin, Jr.
Chairman and Chief Executive Officer
Exxon Corporation

It is interesting to conjecture where business would be today without our system of higher education. It provides the trained graduates, enlightened citizens, basic research, innovation and vigorous, free inquiry without which our business enterprises would inevitably languish.

But the ability of higher education to provide this leadership to business depends more and more on the amount and quality of financial support from business. Many colleges are in deep financial trouble. They're dropping courses, firing professors, closing laboratories. They desperately need your help. They depend on corporate giving.

There are many ways your company can contribute productively to higher education. If you'd like to find out about some of them, just send in the coupon, attached to your company letterhead. After all it's the well-being of your business that may be at stake.

CFAE Council for Financial Aid to Education, Inc.
680 Fifth Avenue, New York, N.Y. 10019

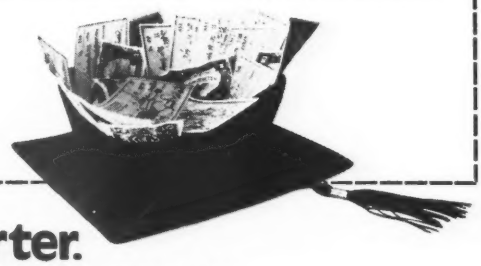
Please send me a copy of *Goals for Corporate Giving*, plus information on programs companies can establish to assist colleges and universities.

Name_____ Title_____

Company_____

Street_____ City_____

State_____ Zip_____ Telephone_____



Make America smarter.
Give to the college of your choice.

Scripps-Howard Foundation Awards

ERNIE PYLE MEMORIAL AWARDS

For newspaper human interest reporting that most nearly exemplifies the style and craftsmanship of Ernie Pyle. $1,000 cash prize and a medallion plaque; a second prize of $500 and a certificate. **Deadline: Jan. 15, 1978.**

EDWARD WILLIS SCRIPPS AWARD

This award recognizes that newspaper which has performed the most outstanding public service in the cause of the First Amendment guarantee of a free press. A bronze plaque will be presented to the winning newspaper, and a cash prize totaling $2,500 to the individual or individuals who contributed most significantly. **Deadline: Feb. 1, 1978.**

WALKER STONE AWARDS

For outstanding achievement in the field of newspaper editorial writing. $1,000 cash prize and a certificate, and an honorable mention prize of $500. **Deadline: Feb. 10, 1978.**

EDWARD J. MEEMAN CONSERVATION AWARDS

Prizes totaling $8,500 will be awarded in recognition of outstanding work in the cause of conservation published in newspapers. One grand prize of $2,500, with the remaining $6,000 to be divided into two categories; one category for reporters on papers with more than 100,000 circulation, and the other to reporters on papers with less than 100,000. There will be two prizes in each category; one of $2,000 and another of $1,000. Entries must specify circulation category. **Deadline: Feb. 20, 1978.**

ROY W. HOWARD AWARDS

These awards recognize newspapers, TV, and radio stations for outstanding public service. Two bronze plaques and cash grants not to exceed $2,500 will be awarded, one to a newspaper and one to a TV or radio station. Three runnerup prizes of $1,000 will be awarded, one to a newspaper, one to a TV station, and one to a radio station. **Deadline: March 1, 1978**

Prizes in these competitions are for work published or broadcast in 1977. Address entries in the newspaper divisions to The Scripps-Howard Foundation, 200 Park Avenue, New York, NY 10017. Entries in the broadcast competitions should be addressed to The Scripps-Howard Foundation, 500 Central Avenue, Cincinnati, Ohio 45202.